

NAME OF CLIENT

Head of Content & Development | Creative Strategy | Original Programming & IP
Los Angeles, CA | 123-319-1234 | Nameofclient@gmail.com | [linkedin.com/in/nameofclientz](https://www.linkedin.com/in/nameofclientz)

PROFESSIONAL SUMMARY

Emmy-nominated content and creative development executive with 10+ years shaping original programming across streaming, documentary, unscripted, and culturally driven storytelling. Shepherded 25+ projects across active development slates, owned creative budgets, and unified talent, producers, executives, and cross-functional partners from pitch through delivery for platforms including Netflix and ESPN+. Translates complex ideas, social issues, and character-driven stories into audience-first content with clear creative, commercial, and platform value. Brings the creative judgment, production fluency, and strategic range to lead content strategy and original programming for creator-led, digital-first, and brand entertainment studios.

CORE COMPETENCIES

Content Leadership: Content Strategy, Slate Strategy, Creative Development, Series & Format Development, Original Programming

Creative & Editorial Strategy: Narrative Strategy, Editorial Development, Pitch Packaging, IP Evaluation, Cultural Storytelling

Audience, Platform & Growth: Audience Insights, Performance Analysis, Platform Strategy, Market Research, Cultural Trends

Production, Budget & Operations: Creative Budget Ownership, Resource Allocation, Production Oversight, Talent Relations, Executive Stakeholder Alignment

PROFESSIONAL EXPERIENCE

Name of company | Los Angeles, CA

Senior Creative Producer & Head of Development

2022- Present

- Launched the 6-episode ESPN+ series Skin in the Game on schedule, directing editorial strategy across race, labor, mental health, and politics while clearing legal and platform sensitivities under compressed timelines.
- Distilled dense historical scholarship into Stamped from the Beginning, an Oscar-shortlisted, Emmy-nominated Netflix feature.
- Repositioned buyer-facing decks, market research, and concept documents across a curated development slate, converting 81% of selected titles to sale from a 400+ project pipeline.
- Built development tracking systems across a 25+ project slate, standardizing workflows, schedules, and reporting and giving creative, production, and executive stakeholders real-time visibility.
- Brokered alignment across 50+ stakeholders per project, from network executives and partner companies to legal teams and production crews, resolving notes and revisions before they slipped timelines.
- Navigated 4 premium projects through buyer conversations and executive reviews to greenlight as the primary creative representative, aligning stakeholders around creative positioning.

Name of Company | Hollywood, CA

Creative Producer & Development Executive

2017 – 2022

- Overhauled the editorial structure and storytelling of Unsolved Mysteries, modernizing the franchise and helping it reach the global Top 10.
- Adapted complex science and future-focused subject matter into The Future Of, an Emmy-nominated short-form series with mainstream appeal.
- Mentored three junior development staff, formally coaching a direct assistant and guiding two additional team members toward stronger creative and editorial judgment.
- Mined audience and performance data to reshape pacing and structure on I Am Not Okay With This, a Netflix series that reached all 190+ international markets.
- Vetted high-potential IP and prioritized a 20+ project slate through competitive analysis and trend research, advancing the strongest through notes, outlines, and pitch materials.
- Advised senior leadership on creative priorities across the slate, converting them into operational and business terms that informed greenlight and resourcing decisions.

Name of Company | Santa Monica, CA

Executive Assistant, Television Department

2015 – 2017

- Coordinated production logistics for multi-million-dollar projects, maintaining timelines, budgets, and delivery deadlines.
- Streamlined internal reporting between creative and financial teams, improving project visibility.

EDUCATION

University of Central Florida
Bachelor of Science

Orlando, FL