

PROFESSIONAL SUMMARY

Creative Producer and Development Leader with over 10 years of experience leading premium storytelling, cross-functional creative workflows, managing teams, and high-stakes project execution. Skilled at translating complex ideas into clear creative direction, managing multiple stakeholders, and delivering polished work under tight timelines. Known for strong organization, strategic judgment, and the ability to keep teams aligned from concept through delivery.

CORE COMPETENCIES

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| • Creative Brief Development | • Executive Communications | • Stakeholder Management |
| • Creative Production | • Pitch Development | • Vendor Coordination |
| • Cross-Functional Collaboration | • Production Scheduling | • Workflow Optimization |
| | • Project Management | |

EXPERIENCE

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| Netflix | Los Angeles, CA |
| <i>Senior Creative Producer & Head of Development</i> | 2022-Present |
| <ul style="list-style-type: none">• Oversaw pre-production, production, post-production, and release strategy for ESPN+ sports series <i>Skin in the Game</i>, coordinating talent, stakeholders, legal considerations, and editorial feedback across sensitive topics including race, labor, mental health, and politics under compressed production timelines.• Directed end-to-end creative development, production, post-production, and release for high-profile projects, including <i>Stamped from the Beginning</i> (Oscar shortlisted, Emmy nominated), translating complex subject matter into accessible, commercially viable storytelling through story development, research-driven content strategy, and shaping narratives that connect with audiences, and release-ready materials.• Drove development presentations and strategic positioning across premium projects, repositioning buyer-facing decks, market research briefs, concept documents, and executive-facing materials based on market analysis and audience demand that contributed to an 81% pitch-to-sale conversion rate after evaluating 400+ potential projects.• Built development tracking systems that standardized workflows, schedules, and internal reporting tools across a 25+ project slate and provided real time visibility for development, production, and executive stakeholders.• Functioned as the primary coordination point across dozens of executives, partners, legal teams, and subject-matter experts, consolidating notes, feedback, revisions and deliverables to resolve conflicts before they impacted production timelines.• Led client-facing pitches and executive communications for high-stakes opportunities, serving as the primary representative guiding projects through buyer conversations, stakeholder alignment, and strategic positioning. | |
| 21 Days | Hollywood, CA |
| <i>Creative Producer & Development Executive</i> | 2017-2022 |
| <ul style="list-style-type: none">• Steered the creative refresh of <i>Unsolved Mysteries</i>, shaping editorial structure, notes, and story frameworks that modernized the series, helped it reach the global Top 10, and outperform standard retention benchmarks.• Crafted the editorial framework for <i>The Future Of</i>, transforming complex science and future-focused subject matter into an Emmy-nominated short-form series with mainstream appeal.• Analyzed audience performance data and recommended pacing and story structure adjustments for <i>I Am Not Okay With This</i>, informing development decisions that supported stronger completion rates and international performance.• Sourced and prioritized high-potential IP through competitive analysis and trend research, managing a 20+ project slate through notes, outlines, pitch materials, and development tracking.• Authored strategic briefings for senior leadership across multiple projects, translating creative priorities into operational and business terms while managing revisions, follow-up notes, and stakeholder feedback. | |
| ABC 7 | Santa Monica, CA |
| <i>Executive Assistant, Television Department</i> | 2015-2017 |
| <ul style="list-style-type: none">• Coordinated production logistics for multi-million-dollar projects, maintaining timelines, budgets, and delivery deadlines.• Streamlined internal reporting processes, increasing visibility between creative teams and financial stakeholders. | |

EDUCATION

University of Central Florida	Orlando, FL
Bachelor of Science	