

GENNY KNIGHT

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ASSOCIATE PRODUCER & CONTENT MANAGER PROFILE

Ambitious and creative professional with almost 10 years' experience in the entertainment industry and expertise in scheduling, publishing, and promoting digital content across multiple platforms for major networks. Continually evaluate emerging technology and identify innovative new platforms and channels to reach diverse audiences. Partner with cross-functional colleagues across production, distribution, operations, creative, and other teams to manage program scheduling and ensure projects remain on track. **Areas of expertise...**

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| • Digital Asset Management | • Project Management & Delivery | • Interpersonal Communication |
| • Linear & Non-linear Networks | • Increased Digital Viewership | • Pitch Meetings/Presentations |
| • Strategic Planning & Execution | • Programming Grids/Schedules | • Social Media Engagement |
| • Marketing & Promotions | • Cross-functional Collaboration | • Deliverables Quality Assurance |

PROFESSIONAL EXPERIENCE

Media Conglomerate Company, Burbank, CA

Coordinator, Promotional Strategy & Multiplatform Programming, TV Channel 1/TV Channel 2 Team, 1/2017 – Present

Conceptualize, pitch, and execute innovative strategies to deliver *TV Channel 2* movie and television content via digital and non-linear platforms, including Video on Demand, TV Everywhere, website, and apps. Collaborate closely with production, operations, digital, and digital distribution teams to coordinate schedules and asset delivery. Prepare and distribute master metadata charts for original programming. Manage monthly program grids and track programming streaming rights. Utilize cutting-edge tools, including Anvato MCP & MPX, FreeWheel, Canoe, JIRA, and Lighthouse.

Key Achievements:

- Successfully pitched executive to republish discontinued *TV Channel 2* television series, which increased views by 350K per month and transformed strategy regarding use of older content.
- Orchestrated numerous high-profile launches on *TV Channel 2* On Demand platforms, including *Example A* and *Example B*.
- Spearheaded promotional campaigns and scheduled content on *TV Channel 2* linear network to effectively support on-air, ad sales, digital, social, and press priorities.
- Commended by management for successfully rebuilding relationships with digital distribution, global media operations, and *TV Channel 2* digital teams.
- Adapted easily to ever-evolving role involving integration of emerging technologies and adjustments to workflow to support changing priorities.
- Active participant in *Media Conglomerate Company's* Young Professionals Network Resource Group.

Coordinator, Program Scheduling & Executive Assistant, TV Channel 1/TV Channel 2 Team, 7/2013 – 1/2017

Initially hired to support a senior leadership team composed of the EVP of Content Strategy, SVP of Acquisitions, VP of Promotional Strategy & Multiplatform Programming, VP of Program Scheduling, and Sr. Director of Operations at the *TV Channel 1* (#1 most-watched ad-supported cable entertainment network for 10 straight years). Quickly gained additional responsibility for coordinating program scheduling in 4/2015. Organized and participated in pitch meetings with outside distributors and sales executives, as well as Cable Entertainment Scheduling Council quarterly meetings; provided suggestions,

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offered feedback, and tracked minutes. Managed department budget, travel arrangements, expense reporting, and similar supporting tasks.

Key Achievements:

- Quickly mastered ARROW to create and maintain program schedules for *Sports Television Channel*, track past usage of episodes and movies for *TV Channel 1, 2, and 3*, distribute *TV Channel 1* TVE Guide, disseminate schedule changes, and submit barter schedules to outside sales teams.
- Pitched creative stunt ideas for series acquired by *TV Channel 1*, including *Example B* and *Example C*.

XYZ Productions, New York, NY

Travel Coordinator & Production Assistant, Major Talk Show, 2/2010 – 7/2013

Promoted to Travel Coordinator in only 9 months, taking on responsibility for booking all travel arrangements for guests, talent, and producers using large agencies, hotels, and rental companies. Liaised with production management, creative, and accounting departments to facilitate various projects, which created cross-functional teamwork and seamless communication.

Key Achievements:

- Served as key point-of-contact for all travel matters, including answering questions, communicating accurately and promptly, and administering budgets for guest reimbursement, per diem, and petty cash.
- Secured filming locations and hotels for field shoots in the New York City area and handled production coordination for remote shoots.

Production Company, Long Beach, CA

Production Assistant, 7/2009 – 2/2010

Assisted producers on set and on location for *Television Event A, B, and C*. Coordinated travel for talent, experts, and guests featured on shows. Digitized tapes in AVID, logged footage, conducted research, transcribed notes, and implemented processes that resulted in a more organized work environment.

Completed internships with Commercial Art + Graphic Design Co., Media Agency, Entertainment Firm, and John Doe Productions.

EDUCATION & CREDENTIALS

Bachelor of Arts in Communication, Minor in History, 2009

University of Pittsburgh, Pittsburgh, PA

Essentials of Digital Marketing Certificate

General Assembly

Technical Proficiencies: Google Suite, Anvato Media Content Platform, MPX, JIRA, Lighthouse, Content Management Systems, DRIVE, ARROW (proprietary scheduling software), MicroStrategy, Microsoft Office Suite

Adoption Event Volunteer, Barks & Hearts Animal Rescue