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## Writer Producer Resume

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### Job Objective

To use my experience and expertise as a Writer Producer to help boost the image and reputation of company.

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### Highlights of Qualifications:

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- Strong experience in producing and writing promos for television
  - Expertise in developing the brand strategy for the network
  - Remarkable knowledge of the production and post production techniques
  - Profound knowledge of the broadcast techniques
  - Good understanding of marketing concepts and brand management
  - Ability to direct the voice over artists and manage the online color selection
  - Skilled to work with AVID media composer and Adrenaline
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### Professional Experience:

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Writer Producer, April 2008 – Till Date  
Shopzilla, Inc., Metropolis, IL

- Managed the campaigns for large networks from conceptualization to the launch on air.
- Maintained healthy working relationships with the vendors to facilitate the business in time of need.
- Developed promotional campaigns for multiple platforms with the assistance of the creative team.
- Designed the promo spots in accordance to the networks print and television ads to facilitate the interest of the reader.
- Researched and designed the promo and the schedule for the same in assistance from the programming, marketing and creative service departments in the organization.
- Hired any additional help from outside to develop the promos and facilitate in the work for the same.

Writer Producer, January 2004 – March 2008  
A & E Television Networks, Metropolis, IL

- Administered the network by launching a campaign, prepared presentation for the networks, and arranged the various pro social campaigns.
  - Managed the various segments and produced promos.
  - Developed creative ideas and campaigns for network to extend the networks presence across various platforms.
  - Regulated the work among the field crew team, conducted interviews for the branding campaigns.
  - Coordinated with the research and marketing team to understand the target audience of the network.
  - Streamlined the promo by coordinating with the graphic designers, artists and composers and ensured that the work is executed in the same manner.
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### Education:

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Bachelor's Degree in Creative Writing, Cabrini College, Radnor, PA

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