

FAITH COSENTINO

faithcosentino.com

FCB Health NY—Omnicom Health

Copywriter, *November 2022-present*

Produced omnichannel healthcare marketing content for HCP and patient audiences, including websites, CRM and RTE emails, digital banners, sales materials, conference assets, and educational resources supporting US and global brand initiatives. Contributing to 20+ pharmaceutical brands and 5+ major product launches, both branded and unbranded.

FCB Health NY

Jr Copywriter, *September 2022-November 2022*

Selected for the Write It Forward mentorship program, gaining hands-on experience in high-science healthcare copywriting and successfully transitioning into a full-time Copywriter role.

NBC Sports

Associate Post-Production Coordinator, *June 2021-September 2021*

- Sourced B-roll footage for video editors, followed up with internal/external stakeholders for final media asset approval
- Edited and produced short video spots for TV and social platforms using licensed sports media footage from NBC properties
- Created AVID guidelines for marketing department, onboarded new team members and handled post-production inquiries
- Supported marketing department and creatives to create sizzles and presentation reel

Social Media Editor/Producer, *“On Her Turf,” February 2021-September 2021*

Created and produce social video spots for “On Her Turf” program.

Assistant Editor, *April 2019-July 2021*

- Managed media preparation, ingest, and transcoding for live broadcast television production
- Delivered original video content for broadcast while supporting editorial teams in a high-volume, deadline-driven environment
- Created workflows and training guides for editors, producers, and remote onboarding
- Provided technical support and footage research for the video editorial department

WWE

Production Assistant, *March 2018-April 2019*

- Supported producers across research, production, and post-production for digital and broadcast content
- Produced short-form digital pieces using archival footage, b-roll, and interviews
- Assisted with live shoots, talent coordination, and post-production including editing, graphics, and voiceover sessions

REBL HQ

Co-Producer/Co-Writer, *June/July 2017 (Freelance)*

Star Wars Fan Film (Produced by REBL, HQ)

- Co-wrote the script, ensuring alignment with the director’s vision and story direction
- Managed production logistics, including vendor negotiations with caterers and suppliers for cast and crew
- Tracked production expenses and reported budgets to leadership while verifying copyright and permission requirements
- Coordinated production schedules and served as the primary point of contact for cast and crew needs

Production Assistant/Script Supervisor, *May/June 2017 (Freelance)*

Disney Parks Mom’s Blogs

- Eight parent-perspective scripts written for Disney Parks content posted on YouTube
- Developed a script promoting the launch of Pandora – The World of Avatar at Walt Disney World Resort in Orlando, FL
- Attended on-location filming to support live script adjustments during production
- Conducted research, compiled reports, and assisted with administrative and production coordination tasks

EDUCATION

Full Sail University, 2017,

BFA Creative Writing for Entertainment, GPA 3.76

National Society of Collegiate Scholars, 2016

Course Director Award, Full Sail University 2017

Full Sail Awards: Creative Skills Development, Developing New Worlds, and Visual Thinking and Writing

Continuing Education—HarvardX Courses

TECHNICAL SKILLS

- AI Console
- Open AI
- AVID Media Composer
- Interplay
- Microsoft Office
- WireDrive
- Adobe Media Encoder
- Adobe Workfront
- AirTable
- Egnyte
- Final Draft 9
- Final Cut
- Media Central (AVID Online Workspace)