

Creative Producer & Content Strategist | Storytelling, Brand Engagement & Multi-Platform Production

With 20 years producing award-winning and audience-focused content, I've mastered translating complex ideas into compelling narratives across video and social. I lead teams of 50+, manage multimillion-dollar budgets, and develop original formats that drive deep engagement. My passion is turning brands and organizations into storytellers that resonate. I am a top level television Executive Producer/Showrunner with experience overseeing television series from conception through physical and post production to final delivery. Leadership in studio, field, and post. Adept in high pressure, quick turnaround situations requiring quick problem solving. Clients include NBC, ABC, FOX, CNBC, MTV, OWN more.

Core Skills

- Content Strategy & Brand Storytelling
- Cross-Functional Leadership
- Project & Budget Management (~\$10M)
- Talent Relations & Negotiation
- Creative Development & Writing
- Multi-Platform & Experiential Production
- Audience Insights & Engagement
- Video Post-Production
- Project Execution & Staff Management
- Digital Content Creator

Professional Experience

Television Executive Producer/Showrunner (Freelance Various Networks, 2005–2025)

- Responsible for creating and overseeing 300+ hours of programming for major networks and brand partnerships.
- Lead teams of 50+, produced live-to-tape, field, and studio-based content.
- Develop original formats, negotiated talent deals, and execute high-impact productions.
- Craft audience-driven strategies to grow viewership and brand visibility.

Selected Producer Television Credits

Big Brother, CBS / Fly on the Wall Productions

Hell's Kitchen, FOX / A. Smith and Co.

Temptation Island FOX / Rocket Science

How Far Is Tattoo Far, MTV / Big Fish Entertainment

Oprah: Behind the Scenes, OWN / Harpo, True Entertainment

Additional Networks: ABC, TBS, NBC Food Network, CBNC, Discovery, Fox Nation

Digital and Branded Content

- Produced 5000+ video assets for multiple Video Platforms in niches for Cars, Health, Pop Culture, Gaming, Finance & Animal Content
- Brand Sponsorship Content
- Affiliate Marketing Content
- Online Courses & Marketing Sales Funnel
- SOCIALS: TIKTOK: 220k followers/30M views / YouTube: 202k subs/136M views

Education

University of California: Los Angeles, School of Film and Television: B.A 1995

Awards and Certifications

- Member of Academy of Television, Arts & Sciences (The Emmy's)
- Member of Producer's Guild of America
- Judge at SXSW Film Festival 1998
- Producer/Director & Two-Time Winner of Best Feature Film at SXSW Film Festival
- Produced/Directed Films in Competition at over 3 dozen Film Festivals including Sundance, Toronto, LA, Sydney, Boston, Miami, Turin, Melbourne, more