

OLIVIA MAZYUK

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📍 New York, NY 10017

PROFESSIONAL SUMMARY

Passionate creative leveraging writing and producing skills with leadership and expertise in integrated marketing, to develop and execute compelling branded video content across multi-media platforms.

PORTFOLIO

oliviamazyuk.com

SKILLS

- Production Supervision
- Copywriting
- Proposal Writing
- Concept Ideation
- Conducting Talent Interviews
- Directing Video Shoots
- Project Management

LANGUAGES

Fluent in Russian and conversational Spanish

EDUCATION

Boston University College of Communication

Bachelor of Science:

Communication

- Concentration in Public Relations, Minor in Sociology

WORK HISTORY

Food Network & Cooking Channel, Branded Entertainment - Senior Writer/Producer

New York, NY • 10/2014 - 11/2020

- Creative lead on branded video content including sponsor-integrated vignettes, custom commercials, promos, Upfront reels, sales and marketing reels, and integrated content for digital and social media.
- Supervised video shoots from ideation to execution, overseeing production partners and internal teams, managing production workflow and liaising with Legal, Design and Ad Sales Marketing teams to maximize efficiency. Provided feedback and approval on creative briefs, scripts, and video cuts. Ensured projects were completed on-time, on-spec, and on-budget.
- Wrote creative pitches for the Ad Sales Marketing team, featuring client-specific sponsorship opportunities in various budgets.
- Trained, mentored, and supervised a team of freelance producers, and junior production staff.

Projects include:

- Multi-million dollar quarterly Food Network Kohl's product campaign from 2017-2020, producing linear and social extensions of 360 campaign, resulting in 45% increase in brand favorability, and 225% increase in product line purchases in 2019.
- 2020 SeaPak campaign tied to the series Chopped, featuring a custom TV vignette, billboard and social video that increased brand favorability by 13% and purchase intent by 14%.
- Talent vignettes including Ree Drummond, Geoffrey Zakarian, and Giada De Laurentiis.

**Food Network & Cooking Channel, Brand Creative -
Writer/Producer**

New York, NY • 08/2010 - 10/2014

- Wrote and produced content for Ad Sales Marketing, Digital Ad Sales Marketing, Consumer Marketing, and New Business teams.
- Supervised production partners creating integrated vignettes for short-form competition series directly tied to the Chopped and Iron Chef America series.

Food Network, Creative Services - Writer/Producer

New York, NY • 10/2006 - 08/2010

- Wrote and produced promos and launch campaigns, PSA campaigns for partnership with Share Our Strength, and sizzle reels for the Ad Sales Marketing team.

**Food Network, Creative Services - Associate
Writer/Producer**

New York, NY • 10/2001 - 10/2006

- Wrote and produced episodic promos for top-rated programs.

Food Network, Creative Services - Production Assistant

New York, NY • 06/2000 - 10/2001

- Assisted producers, trafficked tapes, screened and logged footage.

NBCUniversal - NBC Page

New York, NY • 04/1999 - 04/2000

- Conducted guided tours of NBC studios, and assisted with viewer services.