

OLIVIA MAZYUK



Omazyuk@gmail.com



646-872-0094



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

- Cross Functional Team Leadership
- Production Management
- Concept Ideation
- Proposal Writing
- Copywriting
- Content Creation
- Interviewing Celebrity Talent
- Directing Video Shoots
- Post-Production Supervision

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 AV content including vignettes for digital and social media, 360 campaigns, branded video content, custom commercials, Upfront reels, sales & marketing reels, and promos.
- Supervised video shoots from ideation to execution, managing production partners and cross-functional teams; overseeing production workflow and liaising with Legal, Design, and Ad Sales Marketing teams to maximize efficiency. Rewrote creative briefs, scripts, and client-facing documents submitted by production partners; ensuring content was impactful, and on-brand. Wrote interview questions and pre-interviewed talent for scripting purposes. Provided creative direction on-set, and throughout post-production – with concise notes on video edits, graphic assets, and sound design. Made sure projects were completed on-time, on-spec, and on-budget.
- Ideated creative pitches for the Ad Sales Marketing team, featuring client-specific sponsorship opportunities in various budgets, from high-concept shoot ideas to design and stock footage based turnkey opportunities. Developed, wrote and produced content for pitches that sold through.
- Trained, mentored, and supervised a team of freelance producers, and junior production staff.

Highlights:

- 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

- Oversaw the production of 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.