

Shawna Melvin

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WORK EXPERIENCE

Bully Pulpit Interactive

Video Producer/Project Manager

October 2021 - Present

- Manage over 30 end-to-end digital, audio, and broadcast marketing campaigns for clients such as Facebook, Wal-Mart, Grubhub, and AT&T.
- Assign and secure creative resources across projects (editors, animators, designers, writers, etc.), and manage asset licensing and usage.
- Schedule, manage, and address cross functional feedback and stakeholder approvals and proactively identify obstacles.
- Develop production schedules and budgets and maintain constant communication of timelines and expectations with internal staff and clients.

National Geographic | The Incredible Dr. Pol

Associate Producer

February 2020 – October 2021

- Managed the creation and delivery of required network deliverables for over 60 episodes.
- Liaised between the National Geographic Channel and Dr. Pol team and monitor the series' schedules and budgets.
- Assisted the Studios department in developing new television content for Natgeo Wild and Disney Plus.
- Created and maintained master logistics spreadsheets, shoot and post production calendars as well as expenses.
- Completed episode deliverables including, writing interstitials and episode descriptions, conforming scripts, conducting factual research and organizing client releases.
- Provided administrative support to the Production Management Team and Executive Producer including; scheduling screenings, booking crew travel, shipping drives and equipment, DVD disbursement, and expense reports.

Catholic Relief Services

Video Producer

April 2019 – February 2020

- Assisted the Branded Content Producer to develop timelines and ensured delivery of projects on schedule.
- Managed client expectations and guided stakeholders through the video production process.
- Facilitated non-union and SAG-AFTRA voiceover castings. Including leading the audition and hiring process for the 2020 Rice Bowl campaign.
- Coordinated with local, national and international freelancers and managed the contract process.

Independent Journal Review

Social Video Coordinator (Contract)

February 2019 – April 2019

- Collaborated with writers to pitch and edit impactful videos for IJR's social media pages.
- Closely monitored social media trends to determinate what videos will engage our audience and perform well.
- Consistently produced videos resulting in over 1 million views.

KNOWLEDGE/SKILLS

Member of the Television Academy, Adobe Premiere, Final Cut Pro, Photoshop, Final Draft, Workfront, Asana, Monday, HTML, Aspera, MediaSilo, Frame.io

EDUCATION

Old Dominion University

Bachelor of Communications, Minor in Business Management

VOLUNTEER EXPERIENCE

DC Shorts Film Festival – Reviewer

2017 – 2018

DC Environmental Film Festival – Video Volunteer

2016 - 2018

Girl Scouts – Community Relations Coordinator

2017

OTHER WORK EXPERIENCE

Results for Development – People Operations Associate

March 2018 – Feb 2019

Shine Creative – Post-Production Assistant

August 2016 – Nov 2016

