

# Shawna Melvin

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## WORK EXPERIENCE

### Hook Studios

*Producer*

*December 2022 - Present*

- Facilitate communication between clients and internal teams to develop effective creative campaigns for brands such as Google, YouTube and NASA.
- Mentor & teach a High School Capstone course through Hook's external mentoring program that exposes young people from underrepresented communities to creative professions through hands-on experience.
- Stay up to date with emerging technologies and digital marketing tools to enhance the agency's capabilities.
- Continuously improve the agency's creative output through ongoing feedback and collaboration with the creative team.

### Bully Pulpit Interactive

*Producer/Project Manager*

*October 2021 - December 2022*

- Managed over 45 end-to-end digital, audio, and broadcast marketing campaigns for clients including Fortune 100 companies, issue advocacy organizations, and political campaigns - at once.
- Assigned and secured creative resources across projects (editors, animators, designers, writers, etc.), and managed asset licensing and usage.
- Addressed cross functional feedback and stakeholder approvals and proactively identify obstacles.
- Developed production schedules and budgets ranging from \$10k to \$300k. Maintained 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.

## KNOWLEDGE/SKILLS

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

## EDUCATION

### Old Dominion University

*Bachelor of Communications, Minor in Business Management*

## VOLUNTEER EXPERIENCE

### GB Youth Media - Guest Media Production Teacher

2022

### DC Environmental Film Festival - Video Volunteer

2016 - 2018

## OTHER WORK EXPERIENCE

### Independent Journal Review - Social Video Coordinator (Contract)

Feb 2019 - April 2019

### Results for Development - People Operations Associate

March 2018 - Feb 2019

