



Olivia Mazyuk

Senior Writer/Producer + Creative Lead

Passionate senior-level creative producer, combining mastery of copywriting and video production skills, with leadership and expertise in marketing and promotions, to develop and execute compelling content and campaigns for all media platforms.

CONTACT

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PORTFOLIO

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AREAS OF EXPERTISE

Cross-Functional Team Leader

Creative Development

Branded Entertainment

Integrated Marketing

Production Management

360 Campaigns

Copywriting

Scriptwriting

Pitch Writing

Interviewing Celebrity Talent

Directing Shoots

Post-Production Supervision

EDUCATION

Boston University College of
Communication

Bachelor of Science - Mass
Communications

LANGUAGES

Fluent in Russian and

Conversational Spanish

WORK EXPERIENCE

Freelance Executive Producer

March 2022 – Present

Clients: Definition 6, Northern Lights, Audible, & Investis Digital

- Manage production – establishing streamlined workflow for video edits, graphic design, color correct, voice-over, audio mix, and final delivery of all assets. Create production schedules and manage budget. Provide comprehensive creative feedback on scripts and video cuts, while organizing and implementing revision requests from multiple stakeholders. Oversee the complete approval process, ensuring effective communication between internal teams and client.
- Projects include multi-screen open sizzle for Fox Entertainment's Upfront event, Bobby Flay reel for Emmy consideration, promotional videos for the Salesforce annual DreamForce conference, post-production for PetPlate TV commercials, and concepting and scripting promos for Audible's podcast and audio series launches.

Senior Writer/Producer

October 2014 – November 2020

Food Network & Cooking Channel

- Led the creative on promotional and marketing content, producing 360 campaigns including the multi-platform, multi-million dollar quarterly Food Network Kohl's product campaign from 2017 - 2019, resulting in 45% increase in brand favorability, and 225% increase in product line purchases in 2019. Supervised production partners in developing creative around key products, casting talent, and scripting. Served as the main point person between client and production crew on set, managing approval of wardrobe and set-design and ensuring all hero shots, B-roll, photography, and VO lines were captured on tight schedule. Managed post-production through final delivery of all campaign assets.
- Developed innovative, strategic, and conceptual brand campaigns including vignettes for digital and social media, branded video content, custom commercials, and sponsor-integrated promos including feature film integrations for movie studios: Disney, Fox, and DreamWorks.
- Supervised all aspects of production from ideation to execution and final delivery, leading cross-functional teams - serving as the main liaison between Legal, Design, Creative, and Ad Sales Marketing teams to streamline communication. Reviewed creative briefs, scripts, and all client-facing materials; editing and rewriting to ensure impactful and on-brand content for projects including custom TV vignette, billboard, and social video for 2020 SeaPak Chopped series-branded campaign that increased brand favorability by 13% and purchase intent by 14%.

ACHIEVEMENTS

Google Digital Marketing & E-Commerce professional certificate in partnership with Coursera

Level 1 Reiki certified

NBCUniversal Page Program alum

- Directed A-list network talent including Ree Drummond, Geoffrey Zakarian, and Giada De Laurentiis on co-branded partnership campaign shoots. Pre-interviewed talent for scripting purposes. Served as the main point person between production and client – troubleshooting and providing creative feedback on-set. Managed post-production – communicating clear and concise notes on video edits, graphic treatment, and sound design. Produced multiple projects simultaneously under tight deadlines, including integrated vignettes for nine seasons of the Food Network Star series, featuring multi-platform partnerships with Buick and Volkswagen.
- Ideated creative pitches for the Ad Sales Marketing team, featuring client-specific sponsorship opportunities in various budgets, from high-concept shoot ideas to turnkey opportunities incorporating graphic design and stock footage. Developed, wrote, and produced content for pitches that sold through, including the “What’s in Your Pantry” sponsored video franchise tied to the award-winning Chopped series.
- Trained, mentored, and managed a team of freelance writer/producers, and junior production staff.

Writer/Producer – Brand Creative August 2010 – October 2014
Network & Cooking Channel

- Oversaw the production of content for Ad Sales Marketing, Digital Ad Sales Marketing, and the New Business teams.
- Managed production partners creating branded vignettes for short-form competition series directly tied to Chopped and Iron Chef America series.
- Wrote and produced sponsored recipe vignettes for the Ad Sales Marketing team, transforming step-by-step recipes into snappy copy for CPG brand-sponsored videos.
- Collaborated with the culinary team on recipe development, transforming culinary tips into catchy copy for sponsored on-air billboards and snipes.
- Wrote and produced promotional videos for the annual New York City Wine & Food Festival, and sizzle videos for exhibit booths. Interviewed patrons and celebrity chefs at festival events, directing video crews capturing B-roll.

Writer/Producer – Creative Services October 2006 – August 2010
Food Network

- Conceptualized, wrote and produced promos and launch campaigns for top network shows, reaching more than 85 million homes.
- Wrote and produced PSA campaigns for partnership with Share Our Strength, sweepstakes spots, and sizzle reels for the Ad Sales Marketing team.

Associate Writer/Producer October 2001 – October 2006
Food Network

- Wrote and produced episodic promos for top-rated programs including Emeril Live and Food Network Challenge.