



# Olivia Mazyuk

## Senior Writer/Producer + Creative Lead

Passionate 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.

### C O N T A C T

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📍 New York, NY

### P O R T F O L I O

oliviamazyuk.com

### S K I L L S

Cross-Functional Team Leader

Creative Development

Brand Creative Leader

Integrated Marketing

Production Management

360 Campaigns

Copywriting

Scriptwriting

Proposal Writing

Content Creation

Interviewing Celebrity Talent

Directing Shoots

Post-Production Supervision

### E D U C A T I O N

Boston University College of  
Communication

Bachelor of Science: Mass  
Communications

### L A N G U A G E S

Fluent in Russian and

Conversational Spanish

### W O R K E X P E R I E N C E

Freelance Producer March 2022 – Present

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

- Manage production and streamline workflow of video edits, color correct, audio mix, and final delivery. Collaborate on scripting and creative reviews, create and manage timelines, track budget, and oversee all layers of approvals with both internal teams and client.
- Projects include multi-screen open sizzle for Fox Entertainment's Upfront event, Bobby Flay sizzle reel for Emmy consideration, promotional sizzles for the Salesforce annual DreamForce conference, post-production for PetPlate TV commercials, and concepting and scripting for Sleep Sound podcast promo video.

Senior Writer/Producer October 2014 – November 2020

Food Network & Cooking Channel

- Led the creative on promotional and marketing content – developing innovative strategic and conceptual brand campaigns to drive client's objectives. Projects include vignettes for digital and social media, 360 campaigns, branded video content, custom commercials, Upfront reels, sales and marketing reels, and promos.
- Supervised video shoots from ideation to execution, managing production partners and vendors, and leading cross-functional teams. Managed production workflow and served as main liaison between Legal, Design, Creative, and Ad Sales Marketing teams to streamline communication. Collaborated on the development of creative briefs, scripts, and all client-facing documents; editing and rewriting to ensure content was impactful and on-brand.
- Served as the main point person between production and client – troubleshooting and providing creative feedback on-set, and managing post-production – communicating clear and concise notes on video edits, graphic treatment, and sound design. Ensured deliverables were completed on-time, on-spec and on-budget. Produced multiple projects simultaneously under tight deadlines.
- 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.
- Trained, mentored, and managed a team of freelance writer/producers, and junior production staff.

## Career Highlights

- Led the creative and production of multi-platform, multi-million dollar quarterly Food Network Kohl's product campaign, resulting in 45% increase in brand favorability, and 225% increase in product line purchases in 2019.
- Developed, wrote, and produced brand campaigns with feature film integrations for movie studios including Disney, Fox, and DreamWorks.
- Oversaw the creation and production of custom TV vignette, billboard, and social video content for 2020 Seapak Chopped-series branded campaign that increased brand favorability by 13% and purchase intent by 14%.
- Directed A-list network talent including Ree Drummond, Geoffrey Zakarian, and Giada De Laurentiis on co-branded partnership campaign shoots, and oversaw production.
- Wrote and produced integrated vignettes for nine seasons of the Food Network Star series, featuring multi-platform partnerships with Buick and Volkswagen.

**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.
- Managed the creative execution of co-branded vignettes, and sponsored recipe short-forms for the Ad Sales Marketing team.
- Collaborated with the culinary team on recipe development, transforming culinary tips into catchy copy for sponsored on-air billboards and snipes.

**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.

**Production Assistant** June 2000 – October 2001  
**Food Network**

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

**Guest Relations/Page Program** April 1999 – April 2000  
**NBCUniversal**

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