



# Olivia Mazyuk

Senior Writer/Producer + Creative Lead

## C O N T A C T

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## PORTFOLIO

oliviamazyuk.com

## 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

Passionate senior-level creative lead, combining mastery of copywriting and video production with expertise in marketing and brand partnerships. Skilled in ideating and executing end-to-end cross-platform campaigns to drive increased brand awareness, engagement, and affinity.

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

**Freelance Writer/Executive Producer**

March 2022 – Present

**Audible**

- Conceptualized and pitched promo campaigns for Audible's podcasts and new audio series launches including Sleep Sound, The Downloaded, and Anne of Green Gables.
- Wrote detailed scripts for approved concepts, tailoring content to resonate with target audiences.

**Investis Digital** [Contracted through Pia Nova, LLC]

- Led production of motivational videos for Connected Content™ software launch at Investis Digital's Town Hall, strategically integrating content to drive engagement for emerging technology.

**Fox Entertainment Group** [Contracted through Northern Lights]

- Directed production of an intricate, multi-screen open sizzle for an Upfront event, ensuring seamless communication throughout the rigorous approval process, and multi-level delivery process.
- Developed thorough production schedules and adeptly managed budget, actualizing final costs.
- Provided comprehensive creative feedback on video cuts, while coordinating and executing revision requests from multiple stakeholders to align with overarching business goals.

**SalesForce** [Contracted through Northern Lights]

- Supervised production of promotional videos for the SalesForce annual DreamForce conference.
- Organized an extensive volume of footage, implementing a streamlined workflow for video edits, graphic design, color-correct, voice-over, audio mix, and seamless delivery of final assets.

**PetPlate** [Contracted through Northern Lights]

- Managed the efficient and organized post-production process for PetPlate TV commercials, collaborating with internal teams and client to highlight brand and product positioning.

**Senior Writer/Producer-Branded Entertainment** **October 2014 – November 2020**

**Food Network & Cooking Channel**

**Achievements**

- 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.

## ACHIEVEMENTS

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

Vandebilt University certificate in Prompt Engineering for ChatGPT in partnership with Coursera

Level 2 Reiki certified

NBCUniversal Page Program alum

- 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 managed production.
- Wrote and produced integrated vignettes for nine seasons of the Food Network Star series, featuring multi-platform partnerships with Buick and Volkswagen.
- Trained, mentored, and managed a team of freelance writer/producers, and junior production staff.

## **Responsibilities**

- Led the creative on promotional and marketing campaigns - developing innovative, strategic, and conceptual brand campaigns to drive clients' objectives. Projects include videos for digital and social media, 360 campaigns, branded content, custom commercials, Upfront reels, sales and marketing reels, and sponsor-integrated promos.
- Managed workflow and oversaw cross-functional teams; serving as the primary liaison between Creative, Design, Ad Sales Marketing and Legal teams to streamline communication.
- Supervised video shoots, acting as point of contact between production partners and clients, providing creative direction on-set.
- Collaborated on creative briefs, scripts, and all client-facing documents; editing and rewriting to ensure impactful and on-brand content.
- Managed 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.
- Generated creative pitches for the Ad Sales Marketing team, featuring client-specific sponsorship opportunities in various budgets. Developed, wrote, and produced content for pitches that sold through.

### **Writer/Producer – Brand Creative**

**August 2010 – October 2014**

#### **Food Network & Cooking Channel**

- Managed the production of AV content for Ad Sales Marketing, Digital Ad Sales Marketing, Consumer Marketing, and New Business teams.
- Spearheaded creative initiatives to elevate client brand visibility within integrated marketing campaigns, ensuring a smooth alignment with Food Network's brand identity. Directed video shoots for seamless execution.
- Transformed intricate recipes into snappy copy for CPG brand-sponsored videos, on-air billboards, and snipes, while taking charge of video production.
- 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.