

OLIVIA MAZYUK

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📍 New York, NY 10017

PROFESSIONAL SUMMARY

Passionate creative, combining mastery of copywriting and video producing skills, with leadership and expertise in marketing and promotions, to develop and execute compelling branded content and campaigns for all media platforms.

PORTFOLIO

oliviamazyuk.com

SKILLS

- Cross Functional Team Leadership
- Creative Development
- Brand Creative Leader
- Production Management
- Copywriting
- Scriptwriting
- Proposal Writing
- Content Creation
- Interviewing Celebrity Talent
- Directing Shoots
- Post-Production Supervision

LANGUAGES

Fluent in Russian and conversational Spanish

EDUCATION

Boston University College of Communication

Bachelor of Science:
Communication

- Concentration in Public Relations, Minor in Sociology

WORK HISTORY

Food Network & Cooking Channel, Branded Entertainment - Senior Writer/Producer

New York, NY • 10/2014 - 11/2020

- Creative lead on promotional and marketing content - developing strategic and conceptual brand campaigns to drive clients' objectives. Projects include vignettes for digital and social media, 360 campaigns, branded video content, custom commercials, Upfront reels, sales & marketing reels, and promos.
- Supervised video shoots from ideation to execution, leading production partners and cross-functional teams; managing production workflow and serving as main liaison between Legal, Design, Creative, and Ad Sales Marketing teams to maximize efficiency. Collaborated on creative briefs, script development, casting, and all client-facing documents, editing to ensure content was impactful and on-brand.
- Provided creative direction on-set, and throughout post-production – with clear and concise notes on video edits, graphic treatment, and sound design. Made sure video and photo assets were completed on-time, on-spec, and on-budget.
- 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 in-house for pitches that sold through.
- Trained, mentored, and managed a team of freelance producers, and junior production staff.

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, DreamWorks, and Focus Features.

- 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.

Food Network & Cooking Channel, Brand Creative - Writer/Producer

New York, NY • 08/2010 - 10/2014

- Oversaw the production of content for Ad Sales Marketing, Digital Ad Sales Marketing, Consumer Marketing, and New Business teams.
- Developed, wrote and produced integrated vignettes for nine seasons of Food Network Star, featuring multi-platform partnerships with Buick and Volkswagen.
- Supervised production partners creating integrated vignettes for short-form competition series directly tied to the Chopped and Iron Chef America series.
- Collaborated with the culinary team on recipe development, transforming culinary tips into catchy copy for sponsored on-air billboards and snipes.

Food Network, Creative Services - Writer/Producer

New York, NY • 10/2006 - 08/2010

- Conceptualized, wrote and produced promos and launch campaigns for all 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.

Food Network, Creative Services - Associate Writer/Producer

New York, NY • 10/2001 - 10/2006

- Wrote and produced episodic promos for top-rated programs.

Food Network, Creative Services - Production Assistant

New York, NY • 06/2000 - 10/2001

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

NBCUniversal - NBC Page

New York, NY • 04/1999 - 04/2000

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