



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

📞 (646) 872-0094

✉️ Omazyuk@gmail.com

🌐 LinkedIn.com/OliviaMazyuk

📍 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

Pitch 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 Writer/Producer March 2022 – Present

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

- Manage production and streamline workflow of video edits, color correct, voice-over, 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 reel for Emmy consideration, promotional videos 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, 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.
- 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, managing production partners, and leading cross-functional teams - serving as the main liaison between Legal, Design, Creative, and Ad Sales Marketing teams to streamline communication. Collaborated on development of pitches, creative briefs, scripts, and all client-facing materials; editing and rewriting to ensure impactful and on-brand content. Projects include 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%.
- Directed A-list network talent including Ree Drummond, Geoffrey Zakarian, and Giada De Laurentiis on co-branded partnership campaign shoots. 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. Ensured deliverables were completed on-time, on-spec, and on-budget.

- 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.
- 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.