

Khylie Gianotti

Commercial Producer

Profile

Details

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(544) 727-7073

123 Cedar Street, Des Moines, IA 50315

Employment History

Commercial Producer with 1 year of experience in creating engaging and impactful advertisements for diverse clients. Proficient in project management, budgeting, and collaborating with creative teams to deliver high-quality content. Demonstrates strong communication skills and a keen eye for detail, ensuring client satisfaction and timely delivery of projects. Committed to continuous growth and staying current with industry trends.

Commercial Producer at Cedar Falls Community Television, IA

May 2023 - Present

- Produced a highly successful advertising campaign for a local business, resulting in a 25% increase in sales and a 40% boost in brand recognition within the Cedar Falls community over a six-month period.
- Managed a team of 10 professionals to create a series of promotional videos for the city's annual cultural festival, which attracted over 50,000 attendees and generated a 30% increase in tourism revenue compared to the previous year.
- Successfully negotiated a partnership with a regional broadcast network, expanding Cedar Falls Community Television's reach to an additional 200,000 households and increasing overall viewership by 15%.

Associate Commercial Producer at Iowa Public Television, IA

Sep 2022 - Mar 2023

- Successfully managed and produced over 50 commercial projects within a year, resulting in a 20% increase in advertisement revenue for Iowa Public Television.
- Developed and implemented an efficient production workflow that reduced project turnaround time by 30%, leading to higher client satisfaction and repeat business.
- Collaborated with the marketing team to create a promotional campaign that increased viewership of local programming by 15%, contributing to the overall growth and success of the station.

Education

Bachelor of Arts in Film and Television Production at University of Iowa, Iowa City, IA

Sep 2017 - May 2022

Relevant Coursework: Screenwriting, Directing, Cinematography, Editing, Sound Design, Production Design, Documentary Filmmaking, Television Studio Production, Digital Media Production, and Film History & Theory.
