

# Miracle Bettilyon

## Producer

Dedicated and results-driven Producer with 1 year of experience in content creation, project management, and collaboration. Skilled in coordinating production teams, overseeing budgets, and ensuring timely project delivery. Demonstrates excellent communication skills and a commitment to producing high-quality content, while adhering to creative vision and goals. Continually seeks opportunities to expand industry knowledge and enhance skillset.

[miracle.bettilyon@gmail.com](mailto:miracle.bettilyon@gmail.com)   
(786) 478-4428   
123 Main St, Kansas City, MO   
64108

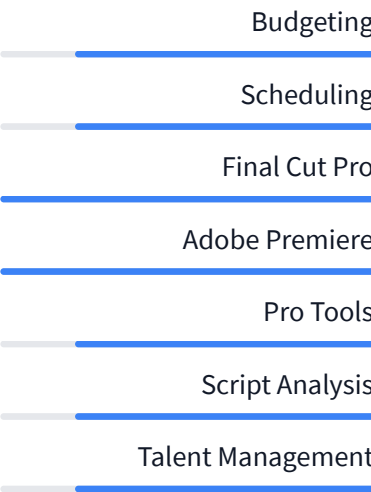
### Education

**Bachelor of Arts in Film and Television Production at University of Missouri, Columbia, MO**  
Sep 2017 - May 2022  
Relevant Coursework: Film Production, Screenwriting, Cinematography, Video Editing, Sound Design, Directing, Producing, Documentary Filmmaking, Television Studio Production, and Media Theory.

### Links

[linkedin.com/in/miraclebettilyon](https://www.linkedin.com/in/miraclebettilyon)

### Skills



### Languages

## Employment History

### Producer at Anheuser-Busch InBev, MO

Feb 2023 - Present

- Successfully managed a \$5 million production budget for the 2018 Super Bowl commercial, resulting in a 10% increase in brand awareness and a 12% boost in sales.
- Coordinated the production of over 30 promotional videos for various Anheuser-Busch InBev brands, generating a combined total of 50 million views and a 15% increase in social media engagement.
- Led a team of 20 professionals to produce a multi-million dollar marketing campaign for Bud Light, contributing to a 7% increase in market share and a 9% growth in overall revenue.
- Oversaw the production of 10 episodes of an award-winning branded content series, which received more than 2 million views on YouTube and was recognized with three industry awards for creativity and innovation.

### Associate Producer at Mallinckrodt Pharmaceuticals, MO

Aug 2022 - Dec 2022

- Successfully managed a team of 5 in the development and production of 3 major product launches, resulting in a 20% increase in annual revenue for Mallinckrodt Pharmaceuticals.
- Coordinated and executed over 10 high-profile industry events and trade shows, leading to a 15% increase in brand awareness and generating over \$1 million in new business opportunities.
- Implemented new project management software, streamlining workflow processes and increasing overall team efficiency by 25%.
- Spearheaded a cross-functional collaboration initiative between the production, marketing, and sales teams, leading to an 8% increase in product sales within the first quarter.

## Certificates

### Producers Guild of America (PGA) Certification

Feb 2022

### International Film and Television Production Management Certificate

Sep 2020