ASHLEY CHAVEZ

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SUMMARY

Experienced digital, linear and branded associate producer with over four years of experience. Skilled in all facets of production including development, sporting events, live events, UGC, and branded content. Experienced with working cross-functionally between and supporting departments such as marketing, sales, tech, and acquisitions. Experienced audience development coordinator and social copywriter. Experienced studio operator, host and correspondent.

SKILLS

Creative development

Audience development

Social copywriter

Studio Operator (graphics, camera, lighting, some TD)

Social media producer

Hosting/talent

Talent management

Manage crew and staff

Field production

Digital asset management

Writing scrips/one sheets

Deliverables

G Suite

EXPERIENCE

ASSOCIATE PRODUCER | AUDIENCE DEV COORDINATOR - LA

JUKIN MEDIA ; THE PET COLLECTIVE ( 2018 - PRESENT )

-Develop original programming for The Pet Collective. Oversee edits of all video compilations. Manage pre-production through post production. Produce two live shows every week on Twitch.tv.

-Curate content to meet monthly KPI’s. Work with team to increase audience reach and views which contributed to 3.9 billion views in spring of 2018, ranking Jukin the #1 media and entertainment company for Facebook viewership.

-Audience Development Coordinator and social copywriter for Try Not to Laugh, The Pet Collective, Critter Crafts and The Scoop Facebook pages.

-Produce, post, and oversea edits on 24 episodes of original content – Critter Crafts.

Oversee creative development and quality control on editorial compilations, physical productions and livestreams.

-Communicate with sales team to create content packages that are well-positioned to sell, which includes creating strong concepts, delivering content on a consistent schedule, and tracking the views and sentiment along the way.

STUDIO OPERATOR | HOST | ASSOCIATE PRODUCER ( 2012 - 2018 ) – NYC + LA

MLB ADVANCED MEDIA – MLB.COM

-Produce Chatting Cage and FaceOff, two live shows on MLB.com. Source guests, write scripts and questions as well as set up programming. Produce sponsored promotional videos (Tickets.com)

-Studio operator for live shows including Major League Baseball games (graphics operator), and pharmaceutical programming (graphics and teleprompter)

-Casting director for sponsored promotional videos (Ford, Tickets.com, Cisco)

-Host/Interviewer for MLB Fan Cave (2012), social host for *MLB Plus* – a stat driven baseball broadcast, co-host of Sports on Earth’s *Walk It Off*, Dodgers field producer and correspondent for the 2017 baseball season

EDUCATION

City College of San Francisco - AA: Fashion Design