

COURTNEY WAYE

347-266-9161

courtneywaye0@gmail.com

www.linkedin.com/in/courtneywaye

www.courtneywaye.com

COMMUNICATIONS EXPERIENCE

CMT, Live Studio Sessions, Talent Producer, January 2025-March 2025

- Manage talent on set while providing the director's notes and input to talent, making sure they comfortable and happy with their performance while providing them direction from the control room.
- Maintain and manage crew on set, directing camera crew when needed for the director, organized, and ready to go as talent walks in.
- Maintain communications with the art department and crew before and on set.
- Maintain all documents related to Live Studio sessions, including: DP boards, lighting boards, all talent information, playlists, art direction, research materials, and more.

GR0, Creative Producer, October 2024-Present

- Create high-quality social marketing ads with User Generated Content for multiple social platforms
- Write pitch decks, video scripts, static ads, and source talent for multiple clients.
- Brief UGC talent on creative, scripts, and filming.
- Collaborate with marketers, talent, and producers to create social ads for multiple platforms for consumers.

Fridays Films, Video Producer/Director, September 2021-Present

- Lead high-quality videos for multiple clients, including Google, Cloudflare, Investment firms, and many more both domestically and internationally, collaborating with the client to produce the highest quality deliverables.
- Manage projects and staff for each project, including creative directors, production crew, editors, and designers.
- Communicate with clients, internal staff, and freelancer hires while managing budgets, scopes of work, schedules, creative decks, productions, and more.
- Coordinate cross-functional teams including crew and talent, stakeholders, and their customers.
- Direct C-suite, subject-matter experts, and talent on set to provide a comfortable experience for the interviewee

Twilio, Video Producer, October 2021-August 2022

- Manage multiple projects and teams, both internal and external, keeping communication open, processes in check, and all assets organized.
- Maintain project schedule and deadline through Asana and Mondays
- Coordinate cross-functional teams, including marketing, engineering, and freelance.
- Track client feedback and communications through our internal portal
- Adhere to the Twilio brand guidelines in all aspects of the project.

Massive Mission Creative Media, Media Producer, February 2021 - September 2021

- Produce multimedia content for clients globally, including live events, annual meetings, virtual events, internal videos, and podcasts. This includes virtual production, live shoots, direct talent virtually and on set, and event production services.
- Manage small to large-scale projects to ensure on-time delivery and quality, including in-house and freelance editors and cinematographers.
- Innovate stories for promotional content, social media, and short documentaries from ideation through delivery.
- Communicate with client and production teams, making sure everyone is aligned on deliverables and ensuring client needs are met.
- Partner with local vendors and charities and create content for the communities and local area.

Amazon Web Services, Virtual Video Producer, Remote October 2020 - December 2020

- Create 100 plus videos for ReInvent 2020, a global cloud computing community digital event within one month.
- Produce content with speakers globally, direct talent and operate camera remotely, and collaborate with content managers and editors to roll out high-quality video in a short timeline.
- Project manage 100 plus video content, organize assets and deliverables, quality check video, and communicate with the proper channels to ensure timely distribution of content.

IBM Marketing Services Center, Content Producer, New York, NY January 2019 - February 2021

- Pilot global rollout of post-COVID-19 video production guidelines for IBM and its clientele for utilization along with graphical elements, tech set-up and troubleshooting, and project management.
- Produce live web broadcasts, events, and live-action documentary-style videos domestically and globally.
- Pitch, research, write, and produce client stories through live-action, animation, motion graphics, and stock footage.
- Create high-quality stories visually through script and video for internal and external clients from conception through delivery.
- Manage project logistics and content throughout the production of creative for both internal and external clientele. Assist in creating budgets, hiring production crews, and establishing and maintaining production timelines.
- Oversee post sessions with editors, animators, and designers, providing creative and client feedback, and addressing content needs and script revisions when possible. Ensure content delivery is on time and quality checked.

JP Morgan Chase & Co, Associate Producer, New York, NY August 2018 - January 2019

- Create video content and audio files for podcasts for internal and external purposes of selling mutual funds to financial advisors.
- Manage video and audio databases for Asset Management on multiple digital and social platforms.
- Direct talent in the studio for video and audio content, maintaining Asset Management standards and practices.
- Produce edit sessions and manage client feedback to execute the best video quality.
- Manage monthly metrics to determine what video/podcast assets work and what can be improved.

ESPN Sales and Marketing/CreativeWorks, Production Coordinator, New York, NY October 2015 – July 2018

- Produce creative campaigns for television, social, and digital; serving as a liaison between the creative team, the client, and the production company.
- Collaborate on creative content by managing logistics for production needs, such as location, travel, and budgetary items.
- Produce and edit sports content for on-air, sales clientele, Production companies, upcoming movies, and internal departments that display ESPN as a brand and the content ESPN is promoting on air, digital, social, and internally.
- Negotiate budgets with clientele and production companies while simultaneously working with legal to make sure the content is valid for use, and keep communication open between creatives, clients, and production companies.
- Assist on production shoots, setting up equipment, and providing camera assistance when needed, handle talent contracts, and talent needs on shoots.

Original Media, Office Assistant, New York, NY June – October 2015

- Responsible for the day-to-day activity of the office, opening and closing the office, gathering and ordering office materials when needed, and answering phones and guiding calls where needed.
- Provide hospitality to all guests, escorting them to proper locations, handling paperwork when needed, and ensuring they are comfortable.
- Assist with budgetary operations, providing financial statements, purchase orders, and monthly spending reports to the manager.

The Late Show with David Letterman, Research Department Intern, New York, NY January - May 2015

- Responsible for gathering, coordinating, and presenting all guest information necessary for producers to create unique and entertaining segments
- Produce detailed content necessary for Dave Letterman and the Producers to create a compelling interview with the guests.
- Assist in answering phones and office duties to keep the staff running smoothly and efficiently.

News 12 Connecticut, Photography Intern, Norwalk, CT, June 2014 – August 2014

- Film breaking news stories throughout Southwest Connecticut through investigation of the current situation, interviewing clients, and developing the filmed content into newsworthy material for the local community
- I was editing video clips on-site, creating a clear-cut story, and streaming it to the newsroom for broadcast.

TECHNOLOGICAL SKILLS

Software: Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Apple Final Cut Pro X, Final Cut Pro 7,

Equipment: Canon DSLR, Canon Vixia HF G20, Canon XA10, and Sony Professional Disc Camcorder model PDW 700xdcam with a Canon professional HD lens

EDUCATION

- Bachelor of Arts, Communication & Media Studies, Sacred Heart University, Fairfield, CT. GPA: 3.45.
May 2015

HONORS

Recipient, College of Arts and Sciences Scholarship, 2011 – Present

Recipient and Founding member, Lambda Pi Eta, Communications Honors Society, 2015 - Present