



SOPHIA BROWN

Segment Producer

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PROFESSIONAL SUMMARY

Accomplished Segment Producer with a decade of experience in crafting compelling narratives and overseeing production from concept to completion. Skilled in leading cross-functional teams, managing tight deadlines, and enhancing viewer engagement through innovative storytelling. Committed to delivering high-quality segments that resonate with diverse audiences.

WORK EXPERIENCE

Segment Producer Apr / 2019-Ongoing
WidgetWorks Inc. Denver, CO

- 1. Developed and pitched innovative segment ideas, enhancing viewer engagement and program ratings.
- 2. Produced and scripted segments, ensuring alignment with brand messaging and audience interests.
- 3. Coordinated with production teams to streamline workflows and meet tight deadlines.
- 4. Oversaw the editing process, maintaining high production standards and quality control.
- 5. Conducted interviews and gathered on-location footage to enrich storytelling.
- 6. Analyzed audience feedback to refine content strategies and improve segment performance.
- 7. Managed logistics for live broadcasts, ensuring seamless execution of all production elements.

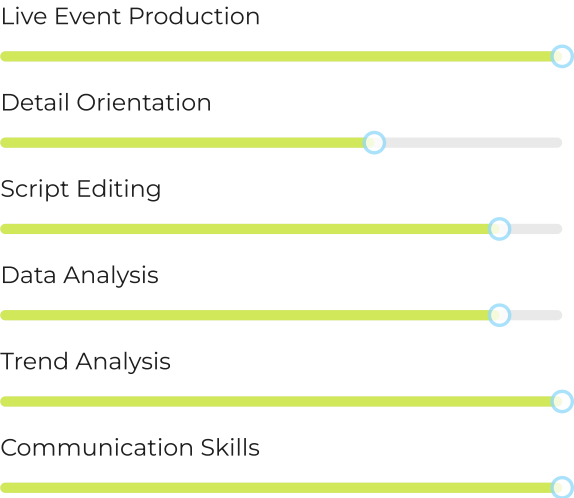
Segment Producer Apr / 2015-Apr / 2019
Lakeside Apparel Co Chicago, IL

- 1. Served as Segment Producer for NFL Network's Emmy-nominated show, driving content creation and segment execution.
- 2. Coordinated shooting schedules and managed production logistics from pre-production to air.
- 3. Crafted engaging puzzles and questions for interactive segments, enhancing viewer participation.
- 4. Generated original content for various segments, including health, cooking, and music.
- 5. Collaborated with talent and guests to prepare for live broadcasts, ensuring professionalism and engagement.
- 6. Produced and edited segments to align with network standards and audience expectations.

EDUCATION

Bachelor of Arts in Communication Apr / 2012-Apr / 2015
University of Southern California Phoenix, AZ
Focused on media production and storytelling techniques.

SKILLS



INTERESTS

- Podcasts
- Language Learning
- Dancing
- Cycling

STRENGTHS

- Intuition
- Leadership
- Listening
- Mentorship

LANGUAGES



ACHIEVEMENTS

- Produced a live segment that achieved a 25% increase in viewer ratings.
- Developed a multi-platform promotional strategy that enhanced audience reach by 40%.