

JENNIE BEDUSA

Jenniebedusa.com

Creative producer and media professional with a passion for authentic storytelling and an intentionally diverse portfolio that exhibits experience across all formats and content platforms. Instinctive journalist with ability to spot trends and identify simple solutions to complicated issues.

MEDIA CONSULTANT:

Specialization in strategy, development and production of original content creation and marketing initiatives within a variety of budgets. Thorough understanding of each part of the creative process from ideation through delivery. Clear communicator highly regarded for building collaborative relationships with cross-functional teams. Clients Include:

First Look Media

- Perform competitive analysis and audit for startup digital media company
- Identify and build database of potential collaborators
- Recommend strategy for initial launch of video components across properties

MediaCom

- Implement media campaigns with video, experiential and sweepstakes components.
- Write and distribute creative briefs, SOWs, budgets and schedules.
- Identify and manage creative talent and third party vendors.
- Collaborate with internal departments (planning, digital, PR, legal, business affairs) and relevant client-side teams - to manage specific departmental involvement.
- Brand clients include: Godiva, Audi and Hennessy.

MEC

- Supervise production of original video for television and digital series.
- Develop and track budgets in excess of \$2M and ensure milestones are on-schedule.
- Communicate with agency, client, network and production executives to keep them informed of status and raise potential issues.
- Oversee creative and preserve creative integrity while implementing client branding.
- Provide story direction, prioritize and incorporate notes from all vested parties.
- Assist with development including casting tapes, presentations and sizzle reels.
- Brand clients include: IKEA, AT&T and CitiBank

FREELANCE PRODUCER / DIRECTOR:

Deep experience with the full spectrum of production and development of documentary, linear television and digital video. Skilled at working with all levels of on-camera talent including extensive work with celebrities. Decisive and calm communicator with astute judgment, shrewd attention to detail and a sense of humor. Enthusiastic storyteller with a journalism background. Lifestyle short form clients include: Style.com, Vogue.com, Epicurious.com (*see below for TV, film and digital series credits*)

DEVELOPMENT PRODUCER: HOUR ONE

Generate ideas, research stories and develop original series concepts for boutique production company. Oversee multiple simultaneous projects. Create pitch materials including treatments, budgets and schedules. Produce casting, sizzle and pilot presentations.

PRODUCER / ASSOCIATE PRODUCER: SUNDANCE CHANNEL

Assist showrunners with all aspects of original production for series, one-off specials, live events and on-air promotional materials, including: research, segment ideation, interviews, host casting, talent booking, creating episode outlines, scripting paper cuts, writing voiceover, sourcing archival materials and assets, rights and clearances, and working with editors to shape segments in post.

NEW MEDIA COORDINATOR: SUNDANCE CHANNEL

Write and edit the material on Sundance Channel.com, including original content to compliment the channel's programming. Day to day management of website content and publish.

FESTIVAL DIRECTOR: VERMONT INTERNATIONAL FILM FESTIVAL

Program, plan, and execute annual four-day independent film festival featuring films that focus on social change in the categories of social justice, environment and war and peace.

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CREDITS:

- 2014 – 2015 **Supervising Producer**, “America. The Beautiful.”
MacGillivray Freeman, series 1, Travel Channel
- 2013 - 2014 **Showrunner / Director**, “Culinary Beats”
Backroads Entertainment, series 1 & 2, Yahoo!
- 2012 **Senior Producer**, “Great American Heroes”
Rivr Media, 8 episodes, GAC
- 2011 **Co-Executive Producer**: “On the Spot with Johnny Wright”
AOL/MEC Entertainment, 40 episodes, Cambio.com
- 2010 - 2012 **Executive in Charge of Production**, “Fix This Kitchen”
Rivr Media/MEC Entertainment, series 1 & 2, A&E
- 2010 **Producer**, *Next Year Country*
Independent feature documentary, PBS
*Awards: Big Sky Documentary Film Festival, Docuwest
- 2009 **Supervising Producer**, “2 Months 2 Million”
Park Slope Productions, series 1, G4
- 2009 **Co-Executive Producer**, “Mario’s Greenhouse”
Hour-One, series 1, TV One
- 2009 **Development Producer**, *Truth in Motion*
MediaCom, Documentary special, NBC
- 2007 **Field Producer**, *Get Together with John Legend*
K2 Productions, Concert documentary special, TV One
- 2007 **Story Producer**, “The Fashionista Diaries”
Hour-One, series 1, SOAPnet
- 2007 **Segment Producer**, “Sundance Film Festival Dailies”
Daily special, 10 episodes, Sundance Channel
- 2006 **Producer**, *August in the Empire State*
Independent feature documentary, Sundance Channel
- 2003 – 2004 **Segment Producer**, “Sundance Film Festival Live!”
Live special 1 & 2, Sundance Channel
- 2002 – 2004 **Segment Producer**, “Sonic Cinema”
Series 2, 3 & 4, Sundance Channel
- 2002 – 2004 **Associate Producer**, “Sundance Film Festival Dailies”
Daily special, 30 episodes, Sundance Channel

EDUCATION:

M.S., Columbia University, Journalism
B.S., University of Vermont, Environmental Science
School for International Training, EcoTourism, Belize
Screenwriter’s Boot Camp, Screenwriting Certificate