

T O M M Y C R A V E N

C R E A T I V E S T O R Y T E L L E R

CONTACT

812.630.7072
tommy@tommycraven.com
Los Angeles, CA

EDUCATION

BA, Film Production

New York University
2011-2015

Minor, Producing For TV & Film

New York University
2011-2015

REFERENCES

Jessica Black, VP Creative Partnerships

NBCUniversal
Jessica.Black@nbcuni.com

Victoria Welch, Senior Manager

Ancestry.com
victoriawelch1@gmail.com

Tanya Gizzarelli, Senior Editor

Viacom
tanya.gizzarelli@gmail.com

SKILLS

Brainstorming/Ideation
Creative Storytelling/Development
Writing/Material Creation
Video Editing (Final Cut Pro, Avid)
Graphic Design (InDesign, Photoshop)
Microsoft Office
Work Flow Management (JIRA, Monday.com)

WORK EXPERIENCE

Manager, One Platform Creative Development – Creative Partnerships

NBCUniversal | October 2016 – Present | Los Angeles

- Led over 150+ 360 marketing campaigns across NBCU properties leveraging social platforms, linear integrations, on-site activations, and traditional media to tell holistic brand stories
- Ideated in weekly brainstorming sessions to respond to brand RFPs and develop expansive creative treatments for pitch purposes
- Reinvented the creative strategy around NBCU's Snapchat investment to produce integrated content across multiple Snap shows
- Established collaborative relationships with network leads within consumer marketing, live events, digital/social teams, and individual show runners across networks
- Formed relationships with collaborative agencies, production vendors, and platform leads at Snapchat, BuzzFeed, etc.
- Created upfront and client facing materials utilizing graphic design products to produce visually appealing presentations
- Developed workflows across Monday.com, JIRA, and Box for both pre-sale and execution phases
- Managed Specialist position to develop their skills across the marketing department

Writer/Producer, Integrated Marketing & Short Form Content

Viacom | April 2016 - October 2016 | New York City

- Wrote and developed scripts for 360 integrated marketing campaigns across MTV, VH1, and LOGO
- Produced full campaign elements including hiring outside production crews, developing timelines, and overseeing shoots
- Conceptualized and provided creative treatments for 360 campaigns for pitch purposes
- Established collaborative communications and work flow between network creative teams, outside creative vendors, and integrated marketing departments
- Collaborated with social and digital departments to create holistic 360 opportunities for campaigns

Junior Writer/Producer, On-Air Promotions & Short Form Content

Viacom | October 2014 – April 2016 | New York City

- Scripted on-air promos, episodics, show bumpers, topical cards, stunt bugs, and other on-air assets
- Wrote copy for taglines, show titles, show descriptions, and miscellaneous copy for print, social and digital needs for both current and in development programming
- Participated in conceptualization meetings to develop 360 campaign creative for new show launches and programming stunts
- Edited and produced short form video content for digital and social led initiatives
- Collaborated with graphics department to produce on-air spot graphics and graphic assets for other departments
- Managed all graphics requests, VO scheduling, mix scheduling, approvals, and deliverables for all assets