

TAYLOR LANAHAN

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PROFESSIONAL SUMMARY

Highly ambitious media professional actively seeking to leverage my professional expertise to grow starting as a Production Assistant. Driven individual with a genuine and energetic personality. Has the ability to resolve problems, develop and create strong entertainment concepts, and positively impact overall morale and productivity.

SKILLS

- Network television operations
- Television and print writing
- Television and film background
- Avid and Final Cut proficiency
- Deadline-oriented
- Marketing expertise
- Strong graphic and visual sense
- Content development
- Field production

EDUCATION

Eastern Illinois University

Charleston, IL • 06/2011

Bachelor of Arts: Mass Communications

The Second City

Chicago, IL • 12/2008

Improvisation Course

Bottega

Lehi, UT • Expected in 04/2020

Computer Programming

Currently enrolled to receive Full

Stack Developer Certificate

Learning skills in Javascript,

ReactJS, Python 3, UML, HTML5,

CSS, Flask, JSON, Git, MongoDB, SQL

Databases, SCSS/SASS, Flexbox, and

CSS Grid. Using design tools such as,

Visual Studio Code, Postman, Heroku

and GitHub

WORK HISTORY

Television - Actress

Charlotte, NC •

Doritos Super-bowl Commercial Challenge- February 2015: Lead on-camera

Gastonia Nissan- June 2014, May 2015, June 2016, February 2017: On-camera, Voice over talent

Rocky Mount Toyota- March 2018, June 2018: On-camera, Voice over talent

Low Country Volkswagon- June 2015: On-camera

Reckless- 2 episodes, Extra

Founders Federal Credit Union- August 2017: On-camera

AAA Campaign- June 2017, November 2018, July 2019: On-camera, Voice over talent

WGN Morning News - Production Assistant Intern

Chicago, IL • 04/2009 - 08/2009

Radio - On-Air Radio Talent

Charlotte, NC •

WBT NewsTalk 1110- 6 months: On-air traffic reporter for the Charlotte area

AAA Car Care- November 2018: On-air talent

JDT Marketing - Creative Director

Charlotte, NC • 09/2015 - 11/2018

Promoted from Production Manager with MadToyBox Productions vendor to partnered marketing company, JDT Marketing

Developed high-impact creative projects from concept to completion, including trailers and promotional content for company campaigns

Coordinated monthly production scheduling between talent, clients, production company and JDT Marketing CEO

In charge of trafficking trailers and commercials for on-air broadcasts on multiple television and radio outlets

Built and maintained positive business relationships with clients as an advocate for the company in advertising negotiations

Applied product knowledge and ideas creatively to write scripts for

television and radio commercials

Executed professional meetings between clients, talent and television/radio stations to discuss marketing goals then, articulating them to the marketing team

Reviewed and executed work to be in compliance with corporate standards and design specifications for television, radio and print

Assisted in the brainstorming process and finalization for the brand design on highway billboards for client's advertising campaigns

NBC Universal - Talent and Casting Associate

Denver, CO • 11/2018 - 06/2019

Worked closely with the Talent Director to help manage planning and communication with over 50 of Blueprint's talent pool

Assisted in cultivating talent relationships to ensure they have an extraordinary talent experience when collaborating with Blueprint and NBCUniversal

Listened to and reviewed pitches from production managers and provided the appropriate talent as it pertains to current and future casting

Administrative duties: Heavy email correspondence, schedule and maintain calendars, arrange travel accommodations (flights, cars, event/hotel reservations)

Administrative liaison between: Casting Directors, Partnering Studios, Executive Producers, Production, Business Affairs, Publicity, and Agents/Managers

Directed, organized and distributed talent assets for PR/Marketing opportunities and event launches

Responsible for assigning tasks to cross teams at Blueprint and reviewing talent contracts when changes are to be made to the content on the site

Liaised with marketing and PR colleagues to activate events including, hiring talent, establishing budgets and gathering materials to promote Blueprint

MadToyBox Productions - Production Manager

Charlotte, NC • 01/2012 - Current

Oversaw all phases of video production for MadToyBox Productions, from pre- to post-production

Presented production ideas and determined creative scenarios for production and delivery

Booked talent and made travel arrangements

Created shot lists for televised commercial shoots

Drove daily production activities with effective communication and leadership

Wrote scripts for television and radio commercials and coordinated images and layout to ensure proper presentation

Counseled video-editing crew on material used for video, handling voice-overs following editing phase

Set up for shots according to production schedules, weather and lighting conditions and available equipment

Acted and provided voice-over talent for a variety of roles for commercials for surrounding Charlotte, NC/Charleston, SC areas