

# ANDIE COMER

RESTON, VA | 703-789-7279 | ANDIECOMER1001@GMAIL.COM

Senior Content Producer | Content Production Professional | Project Manager | Social Media and Brand Advertising

## PROFESSIONAL SUMMARY

Passionate, versatile, and efficient in producing and managing a diverse set of content production projects from pre-production through post-production. Professional hands-on achiever with over 11 years of experience who brings strong work ethic, leadership, and people skills to all environments.

## AREAS OF EXPERTISE

- |                              |                           |                     |                        |
|------------------------------|---------------------------|---------------------|------------------------|
| ✓ Project Management         | ✓ Social Media Specialist | ✓ Leadership Skills | ✓ Creative Development |
| ✓ Branded Content Production | ✓ Strong Communication    | ✓ Time Management   | ✓ Vendor Management    |
| ✓ Producing                  | ✓ Adaptability            | ✓ Budget Management | ✓ Vendor Negotiations  |
| ✓ Creative Problem Solving   | ✓ Organization            | ✓ Detail Oriented   | ✓ Asset Management     |

## CAREER HIGHLIGHTS

**Content Production Expert:** Experience in broadcast, social media, storytelling, in-store, activations, websites, and campaigns.

**Social Media Specialist:** Leverage performance driven data to create engaging social-first content across Instagram, TikTok, Facebook and YouTube

**Cost Savings:** Ability to identify cost savings for large-scale and small-scale production and campaign budgets.

**People Leadership:** Developed and managed a team of 6 high-performing employees to spearhead all creative development and production projects.

## PROFESSIONAL EXPERIENCE

**Senior Content Producer, Volkswagen of America, Reston, VA | August 2022 – Present**

*Leads all in-house Content Production Projects for Volkswagen Social Channels, Brand, Experiential, Retail and Digital Media*

- Leads strategy development, creative ideation, budgeting, agency and stakeholder briefings, pre-production, crew staffing, production, post-production, legal team and stakeholder reviews, asset delivery and archiving.
- Manages in-house Creative Leads, Content Editor, Content Producer, and Production Account Manager – day-to-day communication, project delegation, budget management, creates production schedules and calendars.
- Responsible for launching and supporting large-scale Branded and Social Campaigns.
- Creates and produces high-quality, engaging content for Volkswagen Social Channels which increased engagement and followers from 600k to 900k.
- Responsible for \$3.2 million dollar budget for in-house Content Studio.
- Manages all on-site video and photo productions.
- Manages all Agency and Production Vendors.
- Leads all asset management, delivery, and organization.

**Content Producer, Volkswagen of America, Herndon, VA | February 2018 – August 2022**

*Manages in-house Content Production Projects for Volkswagen Social Channels, Brand, Experiential, Retail and Digital Media.*

- Manages Content Production projects from start to finish - creative ideation, agency and stakeholder briefings, pre-production, production, post-production, legal and stakeholder reviews and asset delivery.
- Works cross-functionally as a video production lead for Marketing and Non-Marketing teams; Retail, Experiential, Brand, Social, Digital, PR, Dealer Network, NAR, Aftersales, Car-Net, CPO and VW Life Magazine.
- Attends video and photo productions to ensure project and business needs are met.
- Maintains regular communication with internal teams to ensure project support is provided.
- Oversees Video Content Editor– creative ideation support, production debriefs and creation of post-production schedules.
- Communicates regularly with production agency of record, Volkswagen cost consultants and marketing's agency of record.
- Works with Senior Producer to lead strategy, briefings, bidding and awarding of projects.
- Works with Senior Producer to determine annual budget allocation and individual project budgets.

#### **Content Coordinator, Volkswagen of America, Herndon, VA | February 2016 - February 2018**

*Coordinate and consultant for all in-house Production and Social Media projects.*

- Coordinates and plans various productions for Marketing teams including Experiential, Retail, Brand, Social and Digital Media.
- Attends shoots to ensure all production and business needs are met.
- Maintains line of communication between business owners to determine project needs, maintain goals and ensure deliverable requirements are met.
- Works with Video Producer to ensure projects align to campaign and brand message points.
- Works with Video Content Editor on creative ideation, post-production schedules and reviews.
- Works closely with the Production Agency to provide project updates, discuss budgets and post-production deliverables.

#### **Project Manager and Editor, TriVision Studios, Chantilly, VA | April 2014 – October 2015**

*Managed and Produced client facing Production and Graphic Design projects.*

- Worked directly with clients, Production Manager, Director of Photography and Production Crew.
- Communicated regularly with clients - scheduled meetings both internally and externally.
- Edited 50+ testimonials, interviews, educational and corporate videos.
- Created schedules, shot lists, call sheets, and set up casting calls.
- Hired and sourced voiceover and on-screen talent.
- Sourced and secured locations.
- Reviewed client proposals and assisted in external RFP creation and bidding.
- Managed projects for several large clients and corporations: Food and Drug Administration (FDA), Verizon Wireless, Johns Hopkins University, Jerry's Subs and Pizza, Virginia Economic Development Partnership (VEDP), Northern Virginia Technology Council (NVTC), Georgetown University, Fairfax Chamber, and USAID.

#### **Video Editor, HOUSE Studios, Washington, DC | June 2013 – May 2014**

*In-house Editor for external facing clients.*

- Organized, lead and edited internal and external documentaries, testimonials, music videos, interviews, social media videos and website content.
- Organized all footage and was responsible for all asset management.
- Crew staffing on set - set up equipment, responsible for stage management, basic lighting, and camera operation.
- Conceptualized with Director, Creative Lead and Director of Photography.

## **EDUCATION**

### **Radford University**

**2009-2013**

**Major:** Media Studies

**Concentration:** Production

**Radford, VA**