

MOLLIE KNOPF

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SUMMARY

A strategic problem solver with a keen eye for detail, proactive work ethic and passion for production. Over 8 years' experience in end-to-end project management of award-winning, multi-platform creative content for global media brands, services, and consumer products. Dependable track record innovating and simplifying workflows, demonstrating objective leadership, driving cross-functional collaboration, and leveraging project resources to achieve long-term, impactful results.

Skills and expertise include:

- Workflow Innovation and Optimization
- Logistical Troubleshooting and Contingency Planning
- End-to-End Video Photo Production and Post-Processing
- Fiscal Year Forecasting, Planning and Budget Actualization
- Vendor and Resource Management
- UAT/Super User Testing of Custom Technical Solutions
- Asset Management Systems
- Diversity and Inclusion Resource Group Leadership

EXPERIENCE

PRODUCTION MANAGER, MARKETING OPERATIONS | APPLE

2022 - 2023

- Managed budget, workback schedules, vendor relations, and asset management of custom marketing content for over 26 Apple TV+ titles across FY23-24.
- Supported change management and extrication of production responsibilities from Creative Team to newly developed Operations Team.
- Calcified cross-functional trust and shareholder collaboration by driving workflow user adoption of organizational systems and development of Creative Production and Editorial Best Practices.
- Championed maximal creative opportunity and fiscal agility by leveraging cross-functional stakeholder feedback to implement technology solutions and proactive planning.

A/V PRODUCER, ENTERTAINMENT MARKETING | KNOWN

2021 - 2022

- Managed video production of entertainment marketing campaigns for top-tier media clients including HBO Max, Paramount+, CNN, ABC, Pluto TV, Bravo, Showtime, UMG, and AMC.
- Developed and tracked project scope, schedules, resourcing, budget, technical requirements, and final deliverables.
- Managed client-facing relationship as well as dissemination of feedback between client, internal and external stakeholders.
- Maximized project efficiency, technical effectiveness, and team collaboration to achieve an 18% increase in target profit margins.

MANAGER, MARKETING OPERATIONS | THE WALT DISNEY COMPANY

2019 - 2021

- Managed day-to-day operations for creative production of over 32 Disney Branded Television IP across 3 networks.
- Liaison for Creative team, post-houses and external partners regarding asset distribution, brand standards, quality control, and creative guardrails for successful deployment of 27 broadcast, digital, and integrated marketing deliverables, on average, weekly.
- Executed annual international marketing shoots using multi-show talent and driving collaboration across domestic and international marketing teams. Managed distribution of all event assets to global partners as well as domestic archive.
- Align Business Affairs, Show Executives, and Standards and Practices teams to secure licensing, legal clearance, and production approvals.

SENIOR PRODUCTION SUPERVISOR, CREATIVE MARKETING | GILT.COM

2014 - 2016

- Promoted twice over the course of three years while managing photography production schedules, samples logistics, and asset trafficking for creative production of daily e-commerce marketing events.
- Maximized and reported on sample forecast variances, studio productivity, and quality assurance of imagery, increased daily shoot quotas by 85% across 10 concurrently functional photography studios.
- Operational touchpoint and resource management for fiscal year shoot planning

FREELANCE PHYSICAL PRODUCTION | VARIOUS

2014 - 2019

CREDITS INCLUDE:

- Producer, Production Designer, Art Director, Art Department Coordinator, Prop Master, Scenic Artist, Set Dresser

CLIENTS INCLUDE:

- Hulu, IFC, Comedy Central, Spike TV, History Channel, Lifetime Channel, PBS, Investigation Discovery, Pocket Watch, Cedar Park Entertainment, Canyon Road Films, The Traveling Picture Show Company, PRG, Vanity Fair, Vogue, Marie Claire, Brooks Brothers, Louboutin, Redbook, Broadway, PureWow.

Complete Production CV and references available upon request.

EDUCATION

SYRACUSE UNIVERSITY, SPRING 2013

SCHOOL OF VISUAL AND PERFORMING ARTS

B.F.A. Sculpture (Fiber Arts Concentration)

SCHOOL OF INFORMATION STUDIES (ISCHOOL)

Minor: Info Tech, Design, & Start-up Entrepreneurship (IDS)

ADDITIONAL SKILLS

Adobe Suite, Google Workspace, Microsoft 365, Apple Suite, Frame.io, Airtable, Asana, Workday, Monday, Box, PIX, Custom DAM solutions, Jira, Webex, Salesforce Custom, Simian, MediaShuttle, Scenechronize, SharePoint, Smartsheet, Quip, Mediator X, AdStream,