

Abby Berendt Lavoie

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Professional Skills

- Project Management and Coordination, Broadcast and Internet Video, Online Marketing, Studio and Field Production, Budget and Crew/Talent Management, Editing, Copywriting, Shooting.

Computer Skills

- Final Cut Pro, Adobe Creative Suite, DVD Studio Pro, Compressor, Microsoft Office, Mac and PC.

Work Experience

HarperCollins Publishers April 2008 – Present San Francisco, CA

Marketing Associate, Online & Video

- Coordinate and Manage online strategy development; including blogs, websites, social media, viral and email marketing, direct-to-consumer marketing, and video marketing.
- Produce, shoot and edit all in-house book videos and trailers for sales, publicity and consumer marketing.
- Project Management; including website development, online ad campaigns, eCards, banner ads, and sell-in material development.

Jaded Multimedia April 2007 – Present San Francisco, CA

Video Producer/ Writer/ Project Manager

- Produce promotional videos, book trailers, and documentaries for various clients including Current TV, HarperCollins, Seismic, ESPN, and many others.
- Book clients, pitch concepts, organize shoots, production work, video compression, and budget and crew management.

Current TV August 2006- April 2007 San Francisco, CA

Yahoo! Current & On-Air Promo Department

Producer / Online Marketing Writer/ Project Manager

- Produce, write, and edit promos for Current TV (on-air and cross channel).
- Oversee the Yahoo! Current Promo Department, including the launch of the Yahoo! Current Networks.

MTV Networks May 2004- August 2006 New York, NY

Nick@Nite and TV Land On-Air Promo Department

- Write/ Edit/ Produce TV Land branding segments. Create promos (vignettes, show awareness spots, original content, interstitials, and memorials). Edit spots using Final Cut Pro, and work with various post houses.
- Manage multiple projects. Screen tapes, log time-code, make dubs, and supervise edit/ audio sessions.

MTV Video Music Awards Production / MTV2 Production and Post Production

- Create compilation reels of celebrities appearing at the 2004 Miami VMA's. Used Avid to create reels, with quick turn around as celebrities confirmed last minute.
- Work with the production team and editing crew. Prepare for daily shoots (cue cards, segment slates, script notes, lighting).

Additional Work Experience

Sony Music Entertainment Inc. May 2004- Aug 2004 New York, NY

- Implement and help coordinate projects within the Alternative Music and College Marketing Department. Organize and execute large mailings.

KCSU FM September 2001- May 2004 Fort Collins, CO

- Music Director and DJ. Work with promoters and record labels. Monitor transmitter operation in compliance with FCC rules. Interviews with B.B. King, John Mayer, many others.

Awards

- Featured Promax "Best of News" Promo, 2007.
- Telly Award Winner, 2007.
- Produced work that contributed to the Emmy Award earned by Al Gore's Current TV in 2007
- Broadcast Education Assn. Education Production, "Hip-Hop in the Media" 1st Place, 2003
- KCSU Manager of the Year Award, 2003

Education

B.A. Technical Journalism and Video Communication September 2001- May 2004 Fort Collins, CO

Colorado State University

- Television News and Video Communication, Music Concentration, GPA 3.78