

CATRIONA STUART

VIDEO & EDITORIAL STRATEGY LEADER

MAIN OBJECTIVE

I have a long track record of pushing the bounds of conventional news stories to create innovative, beautiful and informative content for every platform. Seeking a hands-on creative & production role in developing original video that drives meaningful change.

KEY STRENGTHS

- Video & Monetization Strategy
 - Video Editing
- Multiplatform production models
 - Audience development
 - Agile content production
 - Team building
 - Creative branded ideas
 - Effective RFP response
 - Production management
 - Budget negotiation

CONTACT DETAILS

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Brooklyn, NY 11216

Executive Producer, Audio & Video Content

Freelance | September 2019 - Present

- Development consultant for Series-B startup started founded by Arianna Huffington
- Primary internal producer for over \$20MM in educational videos for Huffington
- Develop video processes from sale to execution for rapidly growing startup
- Lead video editor on independent COVID-19 documentary in development

Director, Digital Video

Discovery | July 2016 - September 2019

- Spearhead multi-platform strategy that increased output of digital video by 300%
- Develop slate of award-winning video series ranging from network talent travelogues to internally produced hands-and-pans that support \$16MM in annual sales
- Bridge the gap between site, social and television as the lead producer on dozens of mid- and long-form shows for Facebook Watch, IGTV, OTT and direct-to-consumer platforms
- Deploy new video deliverables and production strategies based upon changes in social
- Manage relationships with production companies, talent, influencers and freelancers including contracts, budgets, and creative collaboration guidelines
- Write creative briefs and maintain video editorial and style guidelines
- Train staff and develop internal production capabilities

Sr. Video Producer

NBC News | January - July 2016

- Visual lead for branded content division of NBC News
- Established editorial guidelines and sales process for integrations, from RFP to activation
- Pitched clients, sales executives and advertising agencies on content strategies designed to make brands newsworthy
- Lead video producer on \$2MM Mercedes-Benz campaign for NBC Out launch

Sr. Video Producer

The New York Times | November 2011-December 2015

- Assignment editor for 30+ and main liaison between video desk and larger newsroom
- Pioneered development of newspaper mainstays like "Corner Office" and "Vows" into revenue-generating video franchises
- Developed original projects for Business, Cooking, Culture, Science and National
- Provided hands-on mentorship for production staff to make creative news content
- Assess pitches and develop video ideas that are newsworthy or have sales potential

Video Editor

St. Petersburg Times | August 2007-November 2011

- Lead video and assignment editor and for team of photographers and videographers
- Led hands-on trainings and digital transformation for award-winning staff
- Coordinated development of video player, and developed traffic growth and monetization strategy with business-side colleagues
- Produced original video, audio and multimedia for TampaBay.com and PolitiFact

Reporter

The New York Sun | September 2004-June 2005

- Wrote feature-length and brief stories for the crime beat of a major New York daily newspaper

ACADEMIC BACKGROUND

IDEO Design Thinking Certificate - 2019

U.C. Berkeley Graduate School of Journalism

Multimedia & Television Production | MA 2007

Hunter College

Political Science & German | BA 2002