

# SHANDI KANO

3285 E Ruskin CT Sandy, UT 84092

shandikk@gmail.com

www.shandikk.com

801.368.0602

## CREATIVE PRODUCER

### PROFILE

I'm an experienced film and photo producer and project manager comfortable with multiple deliverables, fast paced environments and evolving priorities; comfortable with team management, large-scale productions, budgets and deliverables, with a talented and wide network of creatives. Motivated individual, able to seamlessly flex between hands-on production, creative concepts and work flow management. Confident and effective communicator with diverse work history and background. I thrive on bringing creative thinking to logistical challenges.

### EXPERIENCE

#### ***PRODUCER - freelance (please see Recent Projects below and my website, shandikk.com)***

##### ***Zion National Park, Utah office of Tourism, Agency work***

- Any and all items necessary for video production including the following: Develop and oversee budgets, production schedules, management of crew, cast and vendor hiring, manage pre and post-production timelines while maintaining integrity of creative goals and communication with clients
- Any legal items including music licenses, location permits, insurance, contracts, payments, ownership licenses etc.
- Work to remain within safety laws, codes of best practice and copyrights. Book travel, lodging, meals and of course, problem solve

#### ***MARKETING DIRECTOR - Founding team member***

##### ***Outessa Summit 9/16 - 1/17***

- Championed, led and managed the branding team and process for The Outessa Summit with a focus on brand voice and unique positioning within the outdoor space.
- Directed a team of researchers, designer, copywriter and developer to produce and launch the Outessa.com website and Outessa Summit app for smart phones.
- Effectively launched the new outdoor event series for women in partnership with REI and 20+ other business partnerships, targeting sign ups through social media, adroll, facebook and email marketing. Tracked ROI through various marketing analytics tools.
- Created and managed said social, web and email advertisements.
- Produced all video, photo and digital assets for Outessa and guided the direction of any partnership-created media. Managed all digital assets including curated social content.
- Managed and oversaw social media team and strategies including partnership fulfillment, content calendars and oversaw execution with best practices. Created and maintained influencer program.
- Worked directly with Public Relations firm to increase awareness and ensure events media coverage.
- Successfully used working relationships to produce media coverage from ESPNW, USA Today, Backpacker magazine, Gear Junkie, Muscle & Fitness, Competitor Magazine and Popsugar among others.

#### ***MARKETING DIRECTOR***

##### ***The RiSE Festival 1/15 - 1/17***

- Produced and managed the branding for The RiSE Festival with a focus on consumer-based voice
- Lead creation, curation and execution of social media content calendar
- Created and oversaw all consumer facing communication and partnership fulfillments
- Direct the design of all RiSE collateral and any partnership sponsored collateral
- Produced and managed all media created by RiSE, including video and still photography
- Managed web-development team and successfully relaunched a new RiSE website
- Developed influencer program and budget. Managed event-day and year-round logistics and fulfillments

## **PRODUCER**

*Boncom 5/14 - 1/16*

- Control the budgets and resource allocation for commercial TV and digital video production and radio advertisements.
- Produce all media assets from conception to completion in conjunction with creative directors, writers and technical staff.
- Hire all staff including director of photography, first and second cameramen, gaffer (lighting technician), assistant producers, runners, craft services, talent, make-up artists, editors, colorist and sound designer.
- Location scout and legally secure shooting locations.
- Create and organize production schedule, company moves and oversee post-production through each edit stage including picture lock, coloring and audio sweetening.
- Ensure compliance with relevant regulations, codes of practice, safety laws, talent release forms and rights-cleared music.
- Highlights include commercial production for The Huntsman Cancer Institute, Envision Utah, and the LDS Church.

## **ASSOCIATE PRODUCER - PRODUCER**

*ESPN 9/08 - 1/14*

- Prepare and execute a streamline live-event video workflow across all TV, .com and X Games social platforms to quicken time to market speed. Increase visibility of the action sports events.
- Coordinate, maintain and enhance year-round action sports/X Games.com video-content offering.
- Film, produce and edit features and live-event teasers. Guide graphic design for cross-platform integration. Contribute to story package ideas with creativity and knowledge of industry.
- Work with contracted vendors for video and manage rights-cleared music libraries

## RECENT PROJECTS

### **ZION NATIONAL PARK**

Produced both a feature length film "Where Forever Is Now" and an in-park version now playing at ZNP visitor center.

### **UTAH OFFICE OF TOURISM,**

#### ***The Salt of Sound & Joe McQueen***

Producer of mini docs featuring the music and urban culture of Salt Lake City and Ogden. Please see website

### **WILSON ELECTRONICS**

Producer of 2 week RV road trip video content and all corporate commercial video. Please see website.

### **PEETS COFFEE**

Producer of five :30 spots for Peet's "What Fills Your Cup?" Campaign. Please see website.

### **PURSUIT SERIES, 2017**

Managed designer, researcher and copywriter to produce the branding behind The Outbound Collective's Pursuit Series.

### **OUTESSA SUMMIT, 2016**

Founding team member, led the strategic branding efforts behind REI'S The Outessa Summit

### **THE RiSE FESTIVAL, 2015**

Managed a creative team to officially brand The RiSE Festival.

### **MISSION STATEMENT, 2015**

Scouted for designer and strategic copywriter and research team; led the team in the branding of Hilary Swank's athleisure line, Mission Statement.

## EDUCATION and ACCOLADES

**Bachelor of Arts**, Broadcast Journalism, Brigham Young University, 2007

2018 Gusty Girls Adventure Film Tour selection ([Be Bold](#))

2016, 2018 Wasatch Mountain Film Festival selection ([Be Bold](#), [Salt of Sound](#))

2016 Trails in Motion Film Festival selection ([Be Bold](#))