Cortney Western

North Logan, UT 435-232-6166 cortneywestern@gmail.com LinkedIn Producer Reel

Senior Video/Photo Producer

Project Management | Digital Asset Management | Live Events

People-oriented CREATIVE PROJECT MANAGER who handles detailed photo and video shoots from briefing to delivery to ensure a smooth production experience. Practiced in producing content for many mediums, including television, newspaper, and all types of marketing (social media, websites, commercials, packaging, DVDs, and streaming). Well-suited to highly autonomous remote positions.

- Succeeds in high-stress roles requiring the ability to meet tight deadlines and pivot frequently.
- Proactively communicates project status to keep stakeholders in the loop and facilitate workflow, scope, budget, and timeline.
- Adapts to quickly shifting priorities and gains team support for new objectives.
- Innovates systems to manage vendors and suppliers, media-related legal issues, and talent.

SKILLSET

Database Management | Content Writing | Optimizing Workflows | Managing Budgets | Teamwork
Data Asset Management | Legal and Compliance Tracking | Negotiation | Big-picture Thinking
Organization | Communication | Collaboration | Problem Solving | Coordination | Rights Management

Computer/Technical Skills: Google Workspace (Sheets, Forms) | Microsoft Office (Excel) | Asana
Trello | Widen | Frame.io | Adobe Creative Suite (basic skills) | Video Editing | Metadata Schemas
Taxonomy Development | File-naming Conventions | Database Reporting

File Types: INDD | AI | EPS | PSD | XD | AE | PRPROJ | PDF | JPG | PNG | HTML | MP4 | MOV

PROFESSIONAL EXPERIENCE

IFIT, Logan, UT 2012 – 2022

Senior Photo/Video Producer

Produced 150 marketing photo and video shoots per year for a health and fitness company featuring brands such as Gold's Gym, Altra Shoes, and Free Motion. Worked with budgets of $5k–$250k per shoot. Coordinated hiring, calendaring, and shoot logistics. Managed the Data Asset Management (DAM) system and oversaw digital media usage rights, licensing agreements, and legal and compliance tracking.

- Increased efficiency of processes by creating project databases and workflows.
  - Enabled brands to request and receive marketing assets quickly by designing a photo shoot request form that synced with the calendar to schedule the studio and equipment.
  - Introduced ability to quickly find information on past projects by utilizing the responses to the photo request form as a way to compile and store project data.
  - Created a user-friendly system to gather, store, and track required documentation such as invoices, contracts, and media from production crew, freelancers, and talent.
- Volunteered to manage the company's DAM system after company downsizing; provided a way for employees to upload, request, or search media assets by organizing the DAM better.
  - Preserved institutional knowledge by retroactively inputting metadata for photo assets.
  - Enhanced use of the DAM by creating training videos for colleagues, serving as the point person for technical problems, and utilizing the portal feature to share assets with vendors.
- Produced quality videos/photos for Altra Shoes, leading to VF Corporation acquiring the brand.
- Increased sales by producing 3–4 high-value shoots that included coordinating 25–35 people.
- Produced live event for Google that integrated an internationally-shot iFIT marketing video with the event day and led to Google promoting the video on their website.

- Exponentially increased the amount of content produced yearly by keeping film/photo projects on time and under budget.
- Increased brand awareness by producing live events such as trade shows and internal exhibitions.
- Improved ability to track projects by implementing project management systems (Trello, Asana).
- Executed test shoots for iFIT content that was successfully spun off to other departments.
- Entrusted to handle both capital and regular expenses for studio.

FLINT PICTURES, Provo, UT 2014 – 2018

Producer

Provided freelance project management services for a company creating educational videos for universities and other institutions. Coordinated production for 15–20 videos from inception to delivery yearly.

- Oversaw and delivered multiple assets simultaneously while maintaining high accuracy by clearly communicating concerns, feedback, deadlines, and expectations.
- Used networking to increase the number of freelancers, animators, and talent working with Flint.
- Freed up time for owner by acting as the communications hub for clients, editors, and animators.
- Earned positive feedback and client satisfaction from delivering quality videos.

BANK OF AMERICAN FORK, American Fork, UT 2010 – 2012

PR & Seminar Specialist

Handled marketing, PR, and live events for Utah's largest community bank.

- Boosted attendance at monthly seminars by organizing, booking, and promoting talent.
- Increased public awareness of brand, events, and services by writing press releases for local newspapers and online forums and by creating promotions for social media platforms.
- Broke record for annual charity campaign donations by creating buzz via social media marketing.

ABC4, Salt Lake City, UT 2008 – 2010

Producer

Managed all aspects of production for a television station's daily morning news program, Good Morning Utah. Handled pre-production tasks such as writing, selecting, editing, and approving news content. Manned the booth during broadcasts, prompting anchors on timing to keep show on schedule.

- Met directive to increase fresh news content by 50% by monitoring 5–7 news sources for new stories, text, videos, and graphics.
- Demonstrated high capacity for handling stress by writing the 1-hour script in 6 hours or less nightly and by responding quickly to breaking news and technical issues during broadcast.
- Promoted Good Morning Utah by posting news stories on social media channels.

KUTA8, North Logan, UT 2007

Station Manager

Managed day-to-day operations for a start-up television station featuring local events and personalities.

- Increased programming relevant to the community by launching initiative to connect with and air local universities' news features.

EDUCATION

UTAH STATE UNIVERSITY, Logan, UT

BS in Communications

Emphasis: Electronic Media and Broadcast Journalism | **Minor**: Business Information Systems

TELEVISION SCRIPT WRITING AND COMMERCIAL PRODUCTION

UTAH SCREENWRITER'S PROJECT | **Honorable Mention Award** | 2012

UBEE | **Best AM Newscast** | 2008

UTAH FILM COMMISSION | **Commercial Contest Winner** | 2007