

An influencer and forward-thinking creative leader who inspires teams to produce industry-advancing content within highly competitive media markets. A collaborative project manager skilled at connecting research-based plans and production to ensure alignment and secure best-in-class content. Innovative marketer with extensive experience in rebranding, performance improvement and developing industry-adopting strategies.

Areas of Expertise include:

- Brand Creation and Strategy
- Cross-Platform Marketing
- Effective Communication
- Project Management
- Staff Training & Leadership
- Long & Short-form Production
- Award-Winning Creativity
- Budget Management
- Elected Network Council

Professional Experience

WWBT NBC12 / CW Richmond • Richmond, VA • 2017 - Present

DIRECTOR OF MARKETING AND CREATIVE SERVICES

Recruited from a larger market to bring higher-end Marketing to Richmond for the number one heritage station on a downward slide into second. By working with news and introducing a refreshed and updated Marketing strategy, we made dramatic strides in regaining our market dominance. Successfully managed Marketing and Commercial Productions during an ownership change, deep staff reductions, an AM and PM anchor team change and a national pandemic.

Key Accomplishments:

- Spearheaded the first combined all-station Marketing initiative featuring all four competing stations in Richmond.
- Fluidly navigated the launch of a new evening anchor replacing a 40-year market legend – without a dip in ratings.
- Won the station its first ever Promax and AP awards.

KTVU FOX 2 / KTVU Plus • San Francisco, CA • 2015 - 2017

The top-trusted source of news for the Bay Area.

VICE PRESIDENT OF MARKETING AND CREATIVE SERVICES

Sourced for award-winning productions and expansive experience. Provide direction for 16 individuals to lead creative strategy for the Bay Area. Manage seven-figure outdoor media budget. Developed approach to introduce an improved brand and paralleled it to masterful on-air, online, and social content for the purpose of securing and maintaining 1st place rank with the utilization of social media marketing. Created national Page Six campaign and a new FOX O&O music package.

Key Accomplishments:

- Executed the launch of an 11pm newscast receiving an immediate rank of #1.
- Achieved record breaking sales based on rebranding strategy, social media marketing, and execution leading to industry adoption.
- Boosted Facebook growth by 25% year-over-year and assisted in getting the station to 33% of the market share.

KARE 11 • Minneapolis, MN • 2013 - 2015

The dominant heritage station and NBC affiliate with an incredible reputation for storytelling.

DIRECTOR OF MARKETING AND CREATIVE SERVICES

Modernized station brand appealing to a diverse and evolving audience connecting through relevant channels including social media. Proactively directed cross-platform marketing projects for a highest-rated NBC station. Represented region 5 NBC stations as an elected member of NBC's Marketing Council. Managed off-channel budget and complete operations for media-buying agency. Provided station creative leadership for on and off-air station-branded marketing, community affairs and commercial production.

Key Accomplishments:

- Developed and produced national launch campaign production for the major rebranding of GANNETT into TEGNA.
- Marketed and produced "Outnumber Hunger" in partnership with General Mills & Reba McEntire for event promotion.

Erik Candiani

KDVR / KWGN • Denver, CO • 2010 - 2013

Fox and CW-affiliated television stations licensed to Denver, CO.

VICE PRESIDENT OF MARKETING AND CREATIVE SERVICES

Recruited for the purpose of Denver flagship station's rehabilitation including complete brand and creative services overhaul. Managed total operations for creative, retail production, staffing, outside media and budget utilization.

Key Accomplishments:

- Received best graphics recognition in Denver for top-to-bottom station rebranding driving placement from last in the market to being named Best Newscast within 2 years and honored with Addy and Emmy awards.

KTLA • Los Angeles, CA • 2009 - 2010

The CW-affiliated television station located in Los Angeles, CA.

CREATIVE MANAGER / SENIOR PRODUCER

Partnered with News Director to ensure alignment and effective management of producer team within a highly competitive number 2 market. Cut through industry "noise" with the creation and production of unmatched Los Angeles image content by collaborating with senior management, news talent and celebrities in every high-profile project.

Key Accomplishments:

- Nominated for three Emmy Awards as a result of excellent collaborative image content strategy.

KOVR / KMAX • Sacramento, CA • 2006 - 2009

CBS owned stations providing news, sports, weather, and traffic for Sacramento.

SENIOR PROMOTIONS PRODUCER / EDITOR

Effectively managed producers and editors encouraging creativity and strength in teamwork securing best in class production, direction, and execution of promotional material and commercial edits for a CBS/CW duopoly. Collaborated in development of a strategic new brand and promotional planning from conception to market.

Key Accomplishments:

- Received multiple awards for commercial productions and consistently recognized as a leader across the industry.

Art Institute of California • Sacramento, CA • 2008 - 2009

A game-changer in the education of artists with programs in visual, performing, media and literary arts.

COLLEGE INSTRUCTOR

Instructed self-developed, professional curriculum to train and prepare students for careers in production to include responsibilities such as thoughtful video editing, DVD authoring, and video production for a world-class art and design school.

Key Accomplishments:

- Created knowledge measurement exams and tracked grades for students' journey through to advanced Final Cut Pro.

Additional experience as a Sr. Motion Picture Combat Camera Specialist for the U.S. Marine Corps.

Awards

10 Emmy Awards with 36 nominations

7 Promax Gold Award (4 Silver) with 21 nominations

3 Associated Press Awards

1 Silver Telly Award (13 Bronze)

Education & Training

Motion Picture Specialist / Combat Camera, Lowry Air Force Base

Marketing & English Coursework, West Texas A&M & San Joaquin Delta College

Leadership Development Program, Center for Creative Leadership

Apple Final Cut Pro Certified, Combat Motion Media Photographer Certified, Microsoft Certified Professional

CompTIA A+ Certified Technician with Networking Essentials