

ALICIA CORVEN

CREATIVE OPERATIONS AND PRODUCTION EXECUTIVE



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EXPERTISE

Multi-Platform Promotion

Budget Management

Team Leadership

Project Management

Improving Efficiency

Long Form Content Creation

Short Form Content Creation

Live Event Production

Event Planning

Brand Management

PROFESSIONAL PROFILE

I am a collaborator, motivator, innovator and team leader on promotional campaigns, live event production and programming for long form and short form content. My strengths are establishing strong cohesive creative processes with substantial and effective results. I am committed to cultivating a positive impact on all aspects of my endeavors from start to finish, both professionally and personally.

CAREER HIGHLIGHTS

- Garnered three Sports Emmy Awards for Showtime All Access doc-series as a Supervising Producer and Operations Producer.
- Served as a crucial production and creative lead role for multi-million-dollar Showtime series, boxing campaigns, and live televised and streamed Showtime PPV events.
- Mayweather vs. Pacquiao Showtime PPV was a record breaking PPV campaign and live event which was dubbed the "Fight of the Century" on May 2, 2015. The event generated 4.4 million PPV buys and a revenue over \$400 million.
- Pitched, developed and created my last two positions and team entitled; Creative Operations and Integrated Production at Showtime Networks.

EXPERIENCE

DIRECTOR OF CREATIVE OPERATIONS & INTEGRATED PRODUCTION

SHOWTIME NETWORKS, N.Y, N.Y / 2012 – Present

- Strategize and manage production development and execution for multi-platform promotion campaigns and live event programming for SHOWTIME events, docu-series and Sports Series.
- Cultivate working partnerships with executives, creative producers and internal departments to refine and execute promotional and editorial content.
- Develop operational workflow processes to improve efficiency of the production of original content creation and distribution while maintaining brand integrity.
- Oversee creation and development of animation and broadcast quality motion graphics for all video productions including animated logo, show opens/closes, lower thirds and transitions for live events.
- Guide staff through innovative and cutting-edge technical projects for Showtime Event Programming and distribution.
- Manage teams of Audio and Video Editors, Studio and Field Producers, Production Teams and Motion Graphic animators internally and out of house.

SENIOR PROJECT MANAGER OF INTEGRATED MEDIA

SHOWTIME NETWORKS, N.Y., N.Y / 2008 – 2012

- Managed multimedia consumer advertising campaigns from conception to completion. Campaigns include Dexter, Shameless, Homeland, House of Lies, Nurse Jackie, Showtime Sports programming, Comic Con, NCTA and TCA.
- Acted as a key liaison to creative and marketing teams to optimize production and distribution processes on multiple digital platforms.

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CREATIVE OPERATIONS AND PRODUCTION EXECUTIVE

TECHNICAL SKILLS

Microsoft Office Suite

Adobe Illustrator CC

Adobe InDesign CC

Adobe Photoshop CC

Adobe Premiere CC

Adobe After Effects CC

Final Cut Pro

Aspera

Filemaker Pro

Media Asset Management

EDUCATION

BACHELOR OF ARTS

Communications

MINOR

Film

Graduated Cum Laude

University of Massachusetts
at Amherst

1999 – 2003

EXPERIENCE continued

FREELANCE EDITOR

BBC AMERICA, N.Y., N.Y / 2008 – 2012

- Versioned out on-air promos for BBCA original programming such as Luther, Dr. Who, Top Gear and Being Human.
- Media managed and archived promos in order to maintain quality control of the distribution for international and domestic uses. Acted as a liaison between senior editors and producers.

ASSOCIATE PRODUCTION MANAGER

LIFETIME TELEVISION, N.Y., N.Y / 2004 – 2008

- Produced print collateral, outdoor consumer and trade print advertising and promotion campaigns for Lifetime Original Series and Movies.
- Teamed with creative department during the project development stage for budget planning and provided keen insight into costly options and time sensitivity.
- Served as main point of contact for preparation and distribution of key art for original series, movies and acquired programming.



AWARDS & ACHIEVEMENTS

CLIO | GOLD | Events/Experiential
2016

SPORTS EMMY | Outstanding Edited Sports Event Coverage
2015

SPORTS EMMY | Outstanding Sport Documentary Series
2014

SPORTS EMMY | Outstanding Edited Sports Event Coverage
2013

BDA | GOLD
2006

REFERENCES

Upon Request