

Tyann Sells

Senior Production Management

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Enthusiastic and multi-skilled professional with hands-on experience in digital production, marketing, communications, and advertising. Proven track record of recruiting and organizing staff, delegating workloads, allocating resources, scheduling activities, and enabling casting decision-making. Adept at developing, driving, and measuring success of digital platform strategies. Technically proficient in Adobe Premiere Pro, Photoshop, Adobe Audition, Adobe After Effects, MS Office, HubSpot, Buffer, social media Ad campaigns and calendars, Podcast development (Libsyn and HubSpot), video production (DSLR and SLR), Broadcast and Webcast Production, Storyline (Articulate Software for course development), and Client Management. Adept at designing videos and podcasts, monitoring market and developing competitive analyses, integrating video into email marketing and social media campaigns, as well as prioritizing product features and capabilities. Excellent time management and communication skills along with proven ability to develop and maintain long-term professional relationships and deliver excellent customer service.

Areas of Expertise

- ♦ Strategic Planning & Implementation
- ♦ Project & Production Management
- ♦ Sales & Marketing Strategy Development
- ♦ Time Management
- ♦ Creative Team Management
- ♦ Sales & Marketing
- ♦ Relationship Building
- ♦ Continuous Process Improvement
- ♦ Customer Satisfaction & Retention

Professional Experience

Integrated Media Services - Manalapan, NJ Video Producer

2020 – Present

Provide leadership to decrease IMS, disassociate with external video production companies, and bring majority of client work and marketing videos in-house. Develop video content for Dental Equipment Service Technician training modules. Travel to client locations to film content based on their module map and on-site interaction. Consult with Instructional Designers on video edits for filmed content and video-based learning modules. Meet client expectations by coordinating with Project Managers within time and project status.

- Created internal marketing and sales videos for email, social media, and webinars.
- Oversaw tasks associated with scriptwriting, filming, and editing, while performing voiceovers and providing final distribution files to Project Managers.
- Streamlined workflow and pre-production checklists operations for clients, postmortem team meetings after production and optimize file naming system by developing several in-house processes.
- Produced 100+ short videos from 15 second GIFS to three-minute marketing videos to improve training modules.

Allegorical, LLC. - Hamilton, NJ Owner/Lead Producer

2014 – Present

Devised / executed advertising and marketing strategies, while finalizing budget. Created business video driven by founding Allegorical, LLC in 2014. Managed clients, from small stores to nonprofits and large corporations, including Hamilton Township, Development Advisory Commission (12 years), RWJUH Hamilton, Kidsbridge Tolerance Center, Mercer County Tennis Hall of Fame, and Mercer County Community College.

Healtheo360, LLC. - Princeton, NJ Media and Video Production Manager

2019 – 2020

Managed business development and outreach functions; partnered with RWJUH Hamilton, Mercer County Community College, and others to expand outreach. Supported virtual community, growth, and client project fulfillment by assisting marketing team with developing campaigns. Recorded intro/outro for podcast episodes, edited the audio files, and distributed via Libsyn on weekly basis. Designed content of platform's parameters to facilitate branding. Created dynamic video content for internal use, including sales presentations, company highlights, covering scripting, shooting, editing, and distributing.

- Executed creation and distribution of 300+ videos.
- Developed community facing video content to allocate Healtheo360 website and social media channels, including h360 daily doses with use motion graphics h360 Health Talks (long-form videos with health experts and patients as guests, h360 Throwbacks (repackaging older videos for redistribution), and other various types of videos.
- Administered majority of content for Healtheo360's social media channels: Pinterest, Twitter, and Instagram.
- Created educational videos for viewers by utilizing hospital network through negotiation with Robert Wood Johnson University Hospital and Healtheo360, LLC.

Mercer County Community College - Hamilton, NJ **Public Relations & Video Production Specialist (Part Time)**

2018 – 2019

Developed short form videos for Public Relations at MCCC to promote ongoing events and educational efforts on social media. Directed student productions primarily to utilize live broadcast truck. Provided assistance to students with pre and postproduction for TV/Film projects by maintaining regular office hours in order.

- Cooperated with Robert Wood Johnson university hospital and healtheo360, LLC to develop educational videos for viewers by utilizing hospital network.

AT&T Tech Channel - Bedminster, NJ **Producer**

2014 – 2017

Directed script development, presentation, technical review, filming, post-production supervision and distribution of dozens of videos for internal training and security awareness.

- Produced and directed live webcasts, including management of 20+ crew members.
- Translated highly technical topics into content accessible to nontechnical employee by cooperating with cybersecurity experts and often animators.

Education

M.B.A., 2019, with Honors

Keller Graduate School of Management (DeVry University), Naperville, IL

B.F.A., 2013, Magna Cum Laude

Montclair State University, Montclair, NJ

A.A.S. Digital Filmmaking, 2011

Mercer County Community College, Hamilton, NJ

Volunteer Work

Associate Producer, PCM Theatre Company, Hamilton, NJ 2017 - 2021

- Helped organize theatrical productions, social media campaigns, and behind-the-scenes promotional content.
- Wrote and directed numerous productions

Moving Productions - TriState Area, Company Co-Founder - 2021

- Helped found this interdisciplinary production group.