**[Digital Media Producer](https://www.postjobfree.com/resume/ad1old/digital-media-producer-oakton-va)**

**Location:**Oakton, VA

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**Resume:**

Mandana Tadayon

Vienna, VA 22181 Online Portfolio: https://vimeo.com/mandanatadayon

703.943.0571 https://www.linkedin.com/in/mandana-tadayon/

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Senior Digital Producer

Produce Publish Promote

Strategic and collaborative results-oriented producer with 18 years of experience in media production with an established history of leading the execution and delivery of innovative video content. Excels at “big picture” thinking with a passion for storytelling and covering exclusive stories under tight deadlines. Leads internal and external teams of creative talent. Former news anchor with the ability to work in fast-paced environments. Master’s degree in industrial organizational psychology focusing on leadership and employee engagement and wellbeing, and a professional certificate in consumer behavior and marketing strategy.

Core Competencies

Strategy / Execution

Project Management / Program Development

Production Workflow Management

Applied Leadership / Evidence-Based Practices

Adobe Premiere Pro Adobe After Effects Procreate

Social Media Management Content Management Systems CMS

Selected Career Highlights

Bronze winner of the 44th Annual Telly Awards

Launched newly formed corporate production department for an American Fortune 100 energy company.

Curated photo exhibit in Washington, D.C. and led art direction of show from conceptualization to promotion.

Covered Academy Awards live for the largest U.S. international broadcaster.

Professional Experience

WETA, Washington, D.C. 2021 - Present

Video Producer, Learning Media

Execute end-to-end video production processes for various projects, ranging from instructional videos to documentary-style content, across Learning Media’s six websites. Excellent at managing multiple projects simultaneously.

Create and develop long-term strategic vision for Learning Media’s multimedia projects.

Manage the production workflow.

Develop storyboards for content that engages audience through powerful visual narratives and is brand-focused and effective for stakeholders.

Identify vendors for video production and photography projects across the country and build and maintain relationships for future projects.

Advise department writers and directors on maximizing the impact of their brands through best practices in video production and provide recommendations on video resourcing and technology.

Collaborate closely with content experts and subject matter authorities to ensure accuracy, depth, and alignment with organizational goals in video content.

EXELON, Washington, D.C. 2019 - 2021

Digital Content Producer, Corporate Communications

Played instrumental role in the creation of department’s digital media infrastructure.

Created and distributed original content and led all aspects of production for digital marketing communications department by pitching stories, writing content for blog, website, and social media, and managing production of video projects from concept to completion.

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Introduced more compelling style of storytelling for company’s internal and external platforms to increase audience engagement.

Promoted marketing and communications initiatives through social media posts, brand articles, and original video content on topics of environment, education, art & culture, and neighborhood development.

Developed communication plans and content calendars, and worked with senior management, planning firm’s internal and external content strategies.

Maintained organization’s digital asset library through digital archiving and uploading video / image files, publishing content to websites regularly.

Curated photo exhibit for Content & Creative Lab at Pepco Edison Place Gallery, leading project’s art direction, from conceptualization to managing installation. Provided internal and external event support through writing print, advertisement, and promo video production as well as being an integral part of the team that planned grand opening.

VOICE OF AMERICA – Persian Service, Washington, D.C.

Multimedia Producer / Reporter / News Anchor 2011 - 2019

Orchestrated the role of entertainment, arts and culture reporter & social media producer. Managed and directed field productions. Produced original weekly content for popular entertainment show through writing video scripts and translation from English to Farsi and vice versa and editing video.

·Delivered prime time programs as the News Broadcaster of the news channel that reaches 9.6 million adults weekly, including hosting the daily entertainment show “Late Edition.

·Attracted new listeners with 57% increase in audience reach within 3 years while holding current audiences by authoring stories of relevancies for Lifestyle column of VOA Persian website and updating website daily.

·Managed Lifestyle section of VOA Persian website, populating with latest arts and culture articles, entertainment and celebrity news, and trending social media stories.

·Pitched and launched new digital show, highlighting Iranian American female leaders in various industries to target and inspire young female audiences.

·Covered Academy Awards in 2019 and hosted a live coverage of the Awards another year on VOA Persian’s social media.

·Conceptualized and produced original short-form video content for social media platforms that maximized engagement resulting in audience growth.

Social Media Talk Show Cohost & News Anchor 2008 - 2011

Led social and cultural discussions on social media platforms as co-anchor on a daily talk show, “Straight Talk.” Increased audience engagement and reflected audience opinions on air.

Anchored a daily news show, “News Brief,” delivering U.S. and international breaking news updates as well as issues of interest to audiences in Iran, the Iranian diaspora, and Persian speakers around the world.

Presented and discussed current events and issues on social media in a neutral, clear, and engaging manner. Gathered audience feedback and interfaced with viewers through social media.

Translated English language reports from AP and Reuters into Farsi and writing script for television.

Produced TV packages for live shows under tight deadlines quickly and in a timely manner while following quality standards at the highest level.

Additional Related Experience

Video Editor & Writer

Wrote news packages for live television programming, narrated voiceovers, and edited videos. Pitched, produced, and delivered live daily top story segments on latest entertainment news.

Radio Producer / Announcer, Video Editor / Writer

Co-anchored and produced a live nighttime radio program, including researching and creating written art and entertainment scripts for radio broadcasting. Gathered music segments for show. Translated scripts for television shows. Developed video reports on art, culture, and entertainment-related stories for television programming.

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Education

Master of Professional Studies (MPS), Industrial Organizational Psychology - George Mason University, Fairfax, VA

Bachelor of Science (BS), Biochemistry - George Mason University, Fairfax, VA

Coursework, Non-Degree Study, Art & Psychology - George Mason University, Fairfax, VA

Professional Development & Certificates

Consumer Behavior and Marketing Strategy Professional Certificate – University of Chicago

Graduate Leadership Series Certificate, George Mason University - Department of Psychology

Production Certificate - The Film Connection Film School

Video Editing Certificate - Arlington Independent Media

Social Media Management Certificate - Fairfax Public Access

Online Video Content Strategy Certificate – LinkedIn