

ANGELA M. RAMIREZ

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PROFESSIONAL HIGHLIGHTS

- Bilingual on air producer with over 13 years broadcast experience promoting entertainment content and services successfully speaking to millions of TV viewers nationwide.
- Highly experienced in developing on air campaigns and promos generating millions in revenue.
- Skilled management of the entire production process, delivering creative projects on time, on budget, on brand.
- Versatile creative thinker, able to work on everything from soaps to sports campaigns.
- Strong communication skills that inspire client confidence and generate results.

PROFESSIONAL EXPERIENCE:

DIRECTV El Segundo, CA

December 2000 – August 2010

Sr. Producer/Manager - On Air Production:

Produced and creatively executed promotional spots, campaigns, radio spots, instructional videos and sales presentations for DIRECTV programming and services to over 18 million customers. From conception to execution, managed on air campaigns in both English and Spanish. Supervised concept development, managed production timelines, budgets, approvals, and delivery of projects. Brainstormed and developed original concepts with internal creative directors and writers. Supervised video editors, graphic designers, V.O. talent, and production assistants while keeping productions cost effective. Managed external promotion production partnerships and all union and non-union talent contract and renewals.

FOX11-KTTV Creative Services, Los Angeles, CA

October 1997 - November 2000

Writer/Producer: Designed, wrote and produced topical on-air, image, and radio promos for FOX11 news programs, sweeps packages, and syndicated programming. Produced and oversaw station contests in liaison with sales clients. Supervised contest entries, winner selection, and prize fulfillment. Worked with various internal departments on developing new forms of promoting station programs and content.

WBZ-TV, CBS Affiliate, Boston, MA

September-December 1996

Production Assistant: Executed various production duties for video projects in client marketing department. Conducted project research. Served as production assistant during shoots. Logged tapes, selected and digitized final cuts for Avid editing process. Compiled demo reels for clients. Maintained archive library.

Institute for TV, Film & Radio Production, Boston University, MA

Summer 1996

Program Instructor: Supervised and instructed high school students in various aspects of video production, from conception to shooting, and editing to screening for university summer program. Delegated and oversaw production tasks for video projects. Evaluated students performance.

Archlight Productions, Boston, MA

May-August 1996

Production Assistant: Assisted producer and director with pre-production responsibilities for feature length independent film *Floating*. Assisted with screenplay revisions, project development and research. Collected and organized résumés for cast and crew hiring. Researched film distributors. Explored options for website design to promote film.

EDUCATION: **Master of Science, Broadcasting**

College of Communication, Boston University, May 1997

Bachelor of Arts, Mass Communications University of California Berkeley, May 1992 with Honors

AWARDS: 2008 Promax Award Bronze
2007 Promax Award Gold

SKILLS: PC/Mac proficient, Final Draft, FileMaker Pro, SAG/AFTRA knowledge, can keep sense of humor in stressful situations.