

TIFFANY GANNON

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Summary/Skills

I've built my career in a variety of roles within creative production, from concept development to launch. I value collaboration and creative teamwork. I am an expert in storytelling, script and showflow development, series and story development, production hiring and scheduling, talent casting, content management, as well as Adobe Premiere Pro and After Effects based post-production. I love the films of Agnes Varda, true crime podcasts, traveling, baking, and being an excellent aunt.

Experience

CUT.com / Freelance Producer

2019, SEATTLE

- Produced several video projects across various series. Served as on-set producer for shoots.
- Recruited crew, interviewed on-camera talent, created casting decks, scheduled and coordinated shoots, created and managed call sheets, budgets, and talent agreements.

Meredith Corporation / Brand Producer, Allrecipes

2017- 2019, SEATTLE, NYC, BIRMINGHAM

- Creative development, scripting, directing, scheduling, hiring, location scouting and production management of all Allrecipes.com videos.
- Pitched, produced, scripted, and hosted podcast pilots.
- Managed annual brand budgets for video production.
- Produced sponsored video content with over 26 million views.
- Produced the first 360 Facebook Live production across all Meredith brands, reaching 50K viewers.
- Developed overall look and feel for all Allrecipes.com videos.
- Managed sponsored video content and maintained relationships with clients and agencies.

Meredith Corporation/ Producer/Shooter/Editor

2011- 2017, SEATTLE & NYC

- Creative development and production of multiple web-series.
- Directed and edited 600+ successful videos; generated multiple viral videos that received airplay on NBC and other networks.
- Managed the allrecipes.com YouTube Channel and increased viewership, subscribers, and brand reach.

Education

The Evergreen State College / BA in Film and Non-Fiction Media
2011, OLYMPIA, WA

Awards & Organizations

Telly Award Winner

