

# Mary Beth Lavender

## Freelance Producer

917-755-0063



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Tacoma, WA



### SUMMARY OF QUALIFICATIONS

Entertainment professional with 16+ years of television and digital production experience. Skilled at developing original concepts, marketing assets, writing treatments and scripts, producing series of diverse genres, directing VO talent, directing and managing small and large production teams, and working within budgetary guidelines and time constraints to ensure successful and ongoing partnerships between ad agencies, networks and production companies.

### SKILLS

Creative Concept

Time Management

Creative Writing

Detail Oriented

Independent Managing

Digital Communication

Post-Production

Pro-Active

Digital Content

Story Producing

Positive Interpersonal Skills

### TECHNICAL SKILLS

Adobe Premiere

Asana

Basecamp

Power Point

Harvest

Google Slides

Microsoft 365 Suite

Canva

Twisted Wave

### RECENT EXPERIENCE:

**Producer** | *REI* / June 2022-Present

- Manage all aspects of production for multiple on-location film shoots for on-going infotainment series from concept to final delivery.
- Produce marketing photo and video asset captures both in/out of state.
- Serve as a liaison between marketing and creative teams.

**Producer/Post Producer** | *Microsoft* / May 2022-June 2022

- Developed new verité series concept, managed all aspects of production for multiple on-location film shoots.
- Supervised 5 simultaneous edits during production through final delivery.

**Producer** | *REI* / April 2022-May 2022

- Managed the end-to-end production for several on-location film shoots as part of an ongoing infotainment series.

**Producer** | *Eddie Bauer* / October 2021-April 2022

- Produced an infotainment series as well as a documentary that featured sponsored athletes.

**Producer** | *REI* / May 2021-October 2021

- Managed and led a team from creative concept through post for on-location seasonal marketing campaign photo shoots, general asset capture needs and film shoots.

**Producer** | *Chateau St. Michelle* / April-May 2021

- Collaborated with internal team to define creative concepts. Casted talent, curated props and hired freelance crew to round out production.

**Producer/Director** | Graypants "Wick" / Feb-March 2021

- Crafted individual stories for 4 videos. Created impromptu scenes w/photographer + DP in the field. Produced, directed, and managed the edit for final delivery.

**Producer** | *REI* / April 2019-January 2021

- Developed in-field creative while managing all aspects of production for multiple on-location shoots for seasonal marketing campaigns, in-studio photography and video shoots. Built and maintained relationships with vendors, freelance talent and internal partners.

### SAN FRANCISCO EXPERIENCE

**Producer/Post Producer** | *Ueno* based in San Francisco, CA / Sept 2017 – February 2019

- Wrote scripts and shot lists. Directed interviews, b-roll and talent on-location. Worked with editor to assemble and finalize video.

**Producer** | *Alchemy* based in San Francisco, CA / August 2017 – August 2017

- Wrote story beats and produced all aspects for on-location shoots for marketing campaigns.

## REFERENCES

Ali Mansfield  
Executive Producer -Tastemade  
917-952-0732

[alifayrose@hotmail.com](mailto:alifayrose@hotmail.com)

Amy Enser  
Program Manager/Director -REI  
206-619-7842

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Brent Burnette  
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## LINKS TO WORK

[REI | Infotainment Series](#)

[Eddie Bauer | Infotainment Series](#)

[REI | Documentary](#)

[REI | Force of Nature Campaign](#)

*Cannes Lions 2018-Bronze Lion*

[REI | Arc'teryx Brand Story](#)

## SEATTLE EXPERIENCE

**Supervising Producer** | *REI*/September 2015 – April 2017

- Supervised and collaborated with a team of producer, cinematographers, creative/art directors and editors from concept to pre-production through post on all videos for marketing campaigns, documentary features and on-going infotainment series.

## LOS ANGELES EXPERIENCE

**Story Producer** | *The CW* "A Wicked Offer"/May 2015 – August 2015

- Assembled scenes, composed act breakdowns, supervised story team and multiple edits for high stakes network prank game show.

**Story Producer/Director** | *TLC* "Answered Prayers"/January 2015-March 2015

- Wrote full scripts, directed a 2-Camera crew to capture interviews and re-creation scenes for this 6-part series.

**Story Producer** | *Spike* "Framework"/September 2014 – December 2014

- Produced and posted 10 episodes of this furniture building competition series, including compiling string outs on AVID, and managing multiple edits through rough cut to picture lock.

**Story Producer** | *Discovery* "Highway to Sell"/July 2014 – August 2014

- Produced and posted 3 episodes of this classic car restoration series, including writing and directing VO, compiling string outs on AVID, and supervising multiple ongoing edits.

**Development Producer** | *7Beyond*/Various Projects/May 2014 – July 2014

- Ideated, produced, casted and directed multiple projects which were sold to a variety of networks.

**Story Producer/Director** | *Discovery ID* "Beauty Queen Murders"/March 2014 - May 2014

- Produced, directed, and posted an episode of this true crime series, including directing re-creations, writing scripts, and compiling string outs on Avid.

**Creative Producer** | *Sundance Channel* "On-Air Promos/January 2014 – January 2014

- Conceptualized, directed, wrote and produced on-air spots, marketing campaigns, and sizzles.

**Producer/Director/Post Producer** | *TLC* "The Dead Files Revisited"/May 2013 - August 2013

- Produced, directed and posted 4 episodes of this paranormal series, including directing re-enactments, writing scripts, conducting interviews, and compiling string outs on Avid.

**Story Producer/Director** | *NBC* "The Biggest Loser"/February 2013 - February 2013

- Created story outlines/string outs on Avid and collaborated with editors to complete the final segments.

**Producer/Director** | *HGTV* "Celebrities at Home"/November 2012 - February 2013

- Directed multiple cameras, host and celebrity talent in the field. Also, conducted interviews with celebrity talent.

## NEW YORK CITY EXPERIENCE

**Producer/Director/Post Producer** | *ABC News* "What Would You Do?"/July 2012 - September 2012

- Pitched creative, wrote scripts, oversaw editing, VO sessions and delivery of final segments for air.
- Directed OTF's, B-Roll and 8-hidden cameras (GoPro & Sony SRG-300H) while leading a staff of 20-30 union/non-union crewmembers.

**Supervising Story Producer** | *TLC* "America's Worst Tattoo"/May 2012 - June 2012

- Crafted and wrote story content for two, ½ hour specials which then became a series.
- Supervised story team and screened all cuts, color grading and mixes for final delivery.

**Story Producer** | *Travel Channel* "Top 5"/January 2012 - May 2012

- Crafted and wrote story content from original and acquired footage for 6 episodes.
- Managed multiple episodes through rough-cut, fine cut, VO sessions and picture lock.