

Annie Avlon

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March 4, 2022

RE: Annie Avlon - Candidate for Employment

Dear Hiring Manager,

With over ten years of experience in the entertainment business — from NY to LA; from pitches to profits — I have spent my career focused on the end-to-end legal, finance, production, and distribution of film, television, and digital content. At this stage, I am eager to work with a high-performing business — one that targets, optimizes, and monetizes properties, while systematically expanding the marketplace. To this end, I am writing to discuss my potential contribution to your team.

As both a creative collaborator and experienced administrator, I bring thorough cohesion to all of my work in the entertainment industry. From managing a variety of creative projects and financial transactions, to aiding in legal contract negotiations, my accurate communication, efficient problem solving, and balanced project management skills yield timely deliverables that benefit all parties.

In my most recent Contractor roles, as a Studio Data Administrator at Netflix and in Retail Analytics at NBCUniversal, I have had the opportunity to fully utilize my broad knowledge of business affairs, development, production, PR, marketing, and distribution, as well as my years-long sales experience, to support companies in tracking, analyzing, and leveraging data to optimize business decisions.

Precise in all dealings and effective under pressure, I ensure that my colleagues are up-to-date, well-informed, and well-advised. Extremely conscientious, I maintain a fluent workflow with my team to achieve our nuanced vision in every scenario. I am confident my versatile experience, knowledge, and instincts are well-suited to facilitate the smooth and profitable delivery of your slate to both business partners and customers.

With sincere interest and enthusiasm, I would greatly appreciate an opportunity to discuss how my expertise and unique perspective could add value to your team. Thank you, kindly, for your consideration,

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SUMMARY:

Objective: To work with a studio, finance, production management, or IT team, with a focus on compelling content and profit participation. To utilize my passion for data management and data analytics to optimize business decision-making.

Experience: A highly adaptable, tech savvy, fast learner, focused on 360° support for film and television content. Well-versed in legal contracts, data management, creative development, management and representation, finance, production, sales, public relations, marketing, and distribution for film, tv, and digital content. **An asset to any team.**

WORK EXPERIENCE:

CORPORATE EXPERIENCE, LOS ANGELES:

NBCUniversal, Retail Analytics, Universal Brand Development, Contractor via VPC Staffing, January 2022 – Present

Netflix, Studio Data Administrator, Contractor via Amiseq Inc. Recruiting, Nov 2020 – February 2022

Solstice Studios, International Coordinator, Film Sales, Marketing & Distribution, Oct 2019 – Oct 2020

ICM Partners (acq. by CAA in 2021), Film Sales Agent's Assistant - Film Finance, Packaging, & Sales, April 2017 – Sept 2019

Innovative Artists, Literary Agent's Assistant - Film, TV, & Books, (Fmr BTL Dept & Mailroom), May 2014 – Mar 2017

Voyage Media, Creative Services Coordinator - Commercial, Book, TV, & Film Decks, (Fmr Assist), Mar 2012 – Apr 2014

Mega Playground (acq. by Postworks in 2012), Receptionist & Admin Assistant - Post-Production, Aug 2010 – Sept 2011

PRODUCTION EXPERIENCE, NEW YORK:

Production Crew, Producer, Writer, Various Short Films, 2008-Present

Logistics Volunteer, Woodstock Film Festival, 2011

Production Office Intern, "Tower Heist", NBCUniversal, 2011

Costume Intern, "Our Idiot Brother", Big Beach Films, 2010

Audio-Visual Technician, Cantor Film Center, Tisch School of the Arts, NYU, Aug 2008 – Aug 2009

Documentary Intern, "Gonzo: The Life and Work of Dr. Hunter S. Thompson", Jigsaw Productions, 2008

Sound Engineer, Tisch School of the Arts, NYU, Jan 2008 – Dec 2008

Director, Producer, Cinematographer, Assistant Director, Script Supervisor, Gaffer, Grip, Sound Mixer, Boom Operator, Editor,

Audio Engineer, Various Student Films, 2008-2011

EDUCATION:

NYU, Tisch School Of The Arts, Bachelor's Degree in Fine Arts, Film & TV Production, with Honors, **May 2011**

UCLA Extension, Entertainment Financing, Film Acquisitions, Movie Magic Budgeting, **2015, 2016, 2021**

Google Data Analytics Professional Certificate, **Currently Enrolled**

SPECIFIC SKILLS:

DATA MANAGEMENT

Data Management, Data Analytics, Database Management - Data Cleaning and Processing, Ingests, Deduplication, Formulas and Analysis, Data Entry, Management of Internal Studio Products, Internal User Correspondence

Deliverables: POS Reports; Custom Reports; VLOOKUP, Pivot Tables, % Changes, Conditional Formatting, 10-Key

Software: Mac, PC, Microsoft Office, Excel, Google Suite, Google Sheets, Airtable, FilemakerPro, Kibana, Basic SQL

RETAIL, MERCHANDISING

Retail Analytics, Franchise Merchandising, IP Monetization, Product Campaigns, Branding Partnerships, Universal Product Codes - UPCs, Stock Keeping Units - SKUs, Licensee Data Exchange, Retailer Data Exchange, Market Research; Item Master Management; Studio Database Ingests

Deliverables: POS Reports, State of the Market / Market Trends Weekly Reports, Top 20 UPCs, Year over Year Sales Comparisons; UPC Outreach, Licensee Outreach

Software: Microsoft Excel, Google Sheets, Adobe InDesign, Google Slides, Microsoft PowerPoint, Microsoft Publisher

LEGAL, CONTRACTS

Contract Negotiations, Business Affairs, Deal Memos, Long-form Agreements, Notary Public Logistics; International Embassy Document Legalization; Comprehensive legal correspondence with Clients, Law Firms, Lawyers, Legal Assistants, Business Affairs, Agents, Managers, Producers, Writers, Directors, Actors, BTL Crew, and Vendors

Legal: Employment Contracts, Background Checks, Non-Disclosure Agreements - NDAs

Deliverables: Deal Memos, Finalized Long form Contracts, Secure Signatures, Government and Embassy Filings

Software: Microsoft Word w/ Track Changes, Adobe Acrobat, DocuSign, HelloSign, PandaDoc, RightSignature, PDFs

INFORMATION TECHNOLOGY - IT

Liaison between Users/Executives and IT Teams; Audio Visual Technology, Projectors, Screening, Monitors, Hardware and Software Troubleshooting, Tech Rentals, Technology Inventory, Copy Machine Maintenance

Software: ZenDesk, Internal IT Software

HUMAN RESOURCES - HR

Employee Training; Startwork Paperwork; Employee Shift Scheduling

Legal: Employment

Software: Microsoft Outlook, Gusto, ADP

COMMUNICATIONS

Scheduling, Booking Meetings, Work Lunches, Drinks, Screenings

Software: Slack, Teams, Fleep, Facetime, Text, Email, Gmail, Outlook

OPERATIONS

Corporate Administration, Building Maintenance, Office Rentals, Meeting Room Scheduling

Software: Microsoft Office - Word, Excel, Outlook, incl. Track Changes

Deliverables: Office Rentals, Office Supplies, Inventory; Internal, External Deliverables

PROJECT MANAGEMENT

Project Management, Timelines; Project Budgets; Triage, Prioritize, and Delegate Tasks; Assignment Tracking; Cross-functional Team Planning

Deliverables: Internal, External Deliverables

Software: Basecamp, Asana, ClickUp, Monday.com, Outlook, Google Calendar, Google Tasks, Slack, Teams, Fleep, WeChat

BRANDING - DESIGN

Brand Development, Logo Development, Designer Collaborations, Visual Research, Branded Website Skins, Company Branding, Merchandising, Vector Files, Custom Company Logo Swag

Software: Adobe Suite, Photoshop, inDesign, Wordpress, NameCheap, GoDanny

DEVELOPMENT, SCRIPTS

Scripts, Creative Content, Treatments, Writing, Notes, Script Coverage, Loglines

Legal: Option Agreements, Writer Agreements, Development Agreements, Overall Agreements, IP Rights Agreements, Life Rights Agreements; Non-Disclosure Agreements - NDAs

Software: Microsoft Word, PDF, FinalDraft, Celtx, WriterDuet

SLATES

Deliverables: Slate Pitch Documents

FINANCE

Pitch Independent Scripts, Packages, Pre-Buys; Buyer Targeting - Financiers, Agents, and Film Fund Executives; Film Funding, Co-Productions, Joint Ventures

Legal: Finance Agreements, Revenue Share Rev Share Agreements

Deliverables: Sales Lead Database - Agency, Financier, Co-Production, and Buyer details; Competing Project Database - Talent, Avails, Attachments, Budgets, and Location Details

Software: Microsoft Excel, Google Sheets, Microsoft Word, PDFs

PITCH MATERIALS

Lookbook Pitch Deck Presentations, Sales Decks, Director's Treatments, Creative Materials, Pitch Decks for Financiers, Talent, Distributors; Storyboards, PreVis, and Animatic collaboration; Sales Trailer Edit, Sizzle Reel Production incl. On-camera Interviews, Found footage, Final Edit; Manage Confidential Screening Links

Deliverables: Lookbooks, Pitch Decks, Verbal Pitch Presentations

Software: Adobe Suite, Photoshop, inDesign, PowerPoint, Microsoft Publisher, Google Slides, Wordpress, NameCheap, GoDanny, PremierePro, FinalCut, Avid, ProTools, Dropbox, Box, WeTransfer, Wiredrive, OneDrive, YouTube, Vimeo

JOINT VENTURES - JVs

B2B Relations; Cross-promotional Branding, Promotional Events

Deliverables: Partnership Agreements

BUDGETS, CORPORATE

Department Budgets, Quarterly Budgets, Project Budgets, Event Budgets, Gift Budgets, Donation Budgets; Itemization, Budgeting Estimates, Actuals, Year over Year Comparisons

Deliverables: Itemized Budgets

Software: Excel, Google Sheets, Quickbooks, Intuit

BUDGETS, PRODUCTION

Feature Film Production Budgets, Script Breakdowns, Budget Comparisons per Location, Tax Incentives, Scale; Managing Fringe Benefits, Unions, WGA, DGA, SAG

Deliverables: Feature Budgets, Topsheets

Software: Movie Magic Budgeting

REPRESENTATION

Talent Submissions, Career Management, Commission Splits, Talent Pitches

Software: inEntertainment, Call Sheets

PACKAGING

Above the Line - ATL Talent Selection, Negotiations, Offers incl. optimized Deal Points & Perk Packages; Loanouts

Legal: Director Agreements, Producer Agreements, Overall Agreements - Overall Deals

Deliverables: Fully Packaged Feature Film Projects, Pending Greenlight

CAST

Talent Negotiations, Talent Contracts, Actor Offers incl. optimized Deal Points & Perk Packages; Loanouts

Deliverables: Acting Services Agreements

Software: Microsoft Word

CREW

Below the Line - BTL, Deal Memos, Long-form Crew Agreements; BTL Crew Contract Negotiations incl. Rates, Travel, Per Diem, Credits

Legal: Director of Photography - DP Service Agreements, Production Designer - PD Service Agreements; Costume Designer - CD Service Agreements, Visual Effects - VFX Service Agreements

ACCOUNTING

Accounts Payable, Accounts Receivable, Invoices, Check-Authorizations; Vendor Database

Deliverables: Invoices, Topsheets, Department Expenses, Executive Expenses, Event Budgets

Software: Microsoft Excel, Google Sheets, QuickBooks, Intuit, Paychex, Paycom, WorkDay

VENDORS

Vendor Relations, B2B Relations

Legal: Vendor Agreements

Deliverables: Vendor Database incl. Services, Quotes, and Availability

Software: Microsoft Word, PDF, Email

PRE PRODUCTION

Finalize Shooting Scripts, Script Breakdowns, Finalize Budget, Finalize Shooting Schedule, Location Scouts, Local Shooting Permits, Creative Visualization, Storyboards, Shot Lists, Call Sheets, Vendor Deals; Completion Bonds, Insurance

Legal: Location Agreements

Deliverables: Storyboards, Shot Lists, Call Sheets, Shooting Schedule

Software: Movie Magic Budgeting, Movie Magic Scheduling, Calendar

PRODUCTION

Content Creation; BTL Crew Selection and Contract Negotiations incl. Rates, Travel, and Per Diem, and; On-Site Resources; Scheduling Pre, Prep, Principal Photography, & Wrap, Post; Securing Payroll Company; Track Cost Reports, Purchase Orders, Petty Cash, Receipts, Purchases, Returns; Dailies, Wrap; Liasan to Payroll Companies

Deliverables: Deals, Permits, Principle Photography - PP

Software: Movie Magic Budgeting & Scheduling, Google Sheets, Excel

POST PRODUCTION

Picture Edits, Picture Locks, Audio Splits

Deliverable: Completed Feature Film

FESTIVALS

Tactical Submissions to Agencies, Labs, and Festivals; Premiere Events, Festival Screenings, and Festival Itineraries; Confidential Screening Links, Sales Events, Special Event Planning

Deliverables: Strategic Festival Itineraries, Themed Gifts, Buyer Lists

Software: Google Docs, Calendar

SALES

Independent Indie Film Sales; Worldwide, Domestic, and International Distribution Deals, Phone and Email Sales Pitches, Buyer Tracking, Private Buyer Screenings, Private Viewing Link Management, Email Material Submissions; Pitching and Sales - Scripts; Minimum Guarantee / MG / Advance Offers incl. Fees, Back-End Splits and Profit Participation, Release Dates, Marketing Commitments, Distribution Commitments, Minimum Spends, Expense Caps; Build Independent Film Fund; Worldwide Box Office Projections, Territory-by-Territory Sales Comps, Asks, Takes, Actuals

Legal: Sales Representative Agreements - Domestic and International

Deliverables: Link Management, Private, Secure, Password Management, Streaming and Viewing Metrics

Software: Moxion.io, Frame.io, Shift.io, Pitchingroom

DISTRIBUTION

Streaming, VOD, Theatrical Distribution Strategies; Domestic and International Release Strategies; Traditional Theatrical, Wide, Platform, Limited, Four-Walling, Day-and-Date, Streaming, Windowing; Territory-by-Territory Foreign Sales - Comps, Asks, Takes, Estimates, Actuals; Box Office Tracking - Estimates, Actuals; Exhibitor Film Rentals, Domestic Regional Screen Commitments; Digital Cinema Packages - DCPs, Prints Management; Licensing Agreements; Hard Good; Slate, Library Deals, Pre-Buys

Legal: Distribution Agreements - Domestic, Territory-by-Territory, Worldwide, Licensing Agreements

Deliverables: End-to-End Distribution Calendar, Feature DCPs, Sales Reports; Box Office Reports; OTT, VOD, SVOD, AVOD, TVOD Deals; Competitive Sales and Release Date Calendars

Software: Microsoft Excel, Google Sheets, Studio Product Databases, Call Sheets

ACQUISITIONS

Finished Film Acquisitions, Secure IP Rights, Content Acquisitions; Track Competitive Sales and Release Date Calendars; Perform Market Research; Analyze potential projects against Comparables - Comps incl. by Genre, Themes, Budget, Scope, Scale, Int'l and Domestic Sales Projections, Box Office, and Critical Appeal; Field Pitches from Agents and Managers

Deliverables: Script Analysis, Creative and Commercial Coverage; Projections; Comps

Software: IMDbPro, StudioSystem, BoxOffice Mojo, VarietyInsight, LinkedIn, trade magazines; AdobeSuite

AUDIENCE ANALYSIS

Market Analysis, Demographic Research, Audience Surveying, Audience Test Screenings, Audience Analysis, Targeted Release Strategy

Deliverables: Vendor Partnership Agreements, Arranging Test Screenings

MARKETING

Marketing Strategy, Digital Marketing, Email Marketing, Social Media Marketing, Social Listening Resourcing, Multimedia Marketing Campaigns, Targeted Ad Buys, Cross-team Asset Management, Localization of International Marketing Materials

Deliverables: Marketing Strategy Decks; Content Calendars; Marketing Materials / Content Creation - Official Trailers, Trailer DCPs, Official Photography, Social Media Content, Television - TV Spots, Digital Spots, Marketing Material Management

Software: MailChimp, ConstantContact, Google Sheets, Microsoft Excel, Google Drive, Google Analytics, YouTube, Twitter, Instagram, Facebook, Adobe, Photoshop, InDesign

PUBLIC RELATIONS - PR

Critical Appeal; Press Screenings, Press Junkets, Premiere Press Coverage, Seasonal Press Events, Prints and Advertising - P&A Budget Management, Estimates and Actuals, Artist and Vendor Collaborations, In-Theater Promotions, Localization of International PR Materials, Global Franchise Events

Deliverables: Press Releases, Drafted Interview Questions

EVENT PLANNING

Event Venue Rentals, Venue Scouting, Remote Office Rentals, Event Rentals, Event Logistics, Special Events

Legal: Venue Rental Agreements, Insurance Policy Coverage Terms

Deliverables: Event Budgets

AWARDS

Strategic Awards Campaigns, Curated Media Interviews, Special Features

Deliverables: Awards Screenings, Press Outreach