

# KORI NICOLE HANCOCK

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## Objective

Passionate, seasoned producer with the ability to plan, coordinate, and execute video production projects who is seeking opportunities to produce fun and exciting creative.

## Experience

### Owner + Executive Producer

Seanic Productions | March 2022 - Current

Manage full-production video shoots. Create and manage budgets and schedules. Book and manage crew. Work closely with creative agency producer to meet agency and client expectations.

### Producer

Contract | March 2022 - Current

Coordinate production projects by preparing estimates, handling detailed schedules, researching potential production and editorial resources, negotiate with vendors, oversee and engage in all stages of productions from prep to final delivery. Work closely with creative teams to meet client expectations within strategy, deadline and budget.

### Studio Manager (remote)

Odyssey, Content Studio at Miles Partnership | Sarasota, FL | Sept 2021 - March 2022  
Travel and Tourism Marketing

Responsible for managing and resourcing video projects for the content studio. Collaborates and/or drives creation for RFP or bid responses. Collaborates on and manages budgets, hours and monthly financials. Manage third-party relationships for the studio, includes freelancers, production companies and distribution companies. Oversees business side logistics ensuring all video projects are moving, within budget and hitting deadlines. Collaborates with clients and internal teams to create high-quality travel marketing videos for distribution across traditional, streaming, digital and social platforms.

### Co-Founder

Hancock Grills | Englewood, FL | May 2019 - Current

Grill Manufacturer - Custom BBQ grills and accessories

Responsible for day-to-day business operations such as sales, marketing, product development, customer service and fulfillment. Establish policies and procedures. Define budget and P&L strategy, manage vendor relationships and ensure compliance with industry regulations. Design website and manage social media accounts.

### Integrated Producer

22squared, Inc. | Tampa, FL | May 2015 - June 2016

Clients: Hanes, Publix Super Markets, Southeast Toyota

Coordinated projects by preparing accurate estimates, handling detailed schedules, researching potential production and editorial resources, negotiate with vendors, oversee and engage in all stages of TV, radio, social and digital productions from concept to final delivery. Worked closely with multiple creative teams to meet client expectations within strategy, deadline and budget.

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### **Video Producer**

Feld Entertainment, Inc | Palmetto, FL | Jan 2014 - May 2015

Clients: Ringling Bros. And Barnum & Bailey Circus®, Disney On Ice, Disney Live!, Marvel Universe Live!

Coordinated production projects for the various shows by preparing accurate estimates, handling detailed schedules, researching potential production and editorial resources, negotiate with vendors, oversee and engage in all stages of production from concept to final delivery. Create brand and PR content for social and digital platforms.

### **Freelance Producer**

22squared, Inc. | Tampa, FL | Oct 2010 - Jan 2014

Client: Buffalo Wild Wings, Lincoln Financial Group, Marriott, Publix Super Markets, Shoe Carnival, Southeast Toyota

Coordinated production projects by preparing accurate estimates, handling detailed schedules, researching potential production and editorial resources, negotiate with vendors, oversee and engage in all stages of TV, radio, social and digital productions from concept to final delivery. Worked closely with multiple creative teams to meet client expectations within strategy, deadline and budget.

### **Associate Producer**

22squared, Inc. | Tampa, FL | Jan 2007 - Oct 2010

Client: Buffalo Wild Wings, Lincoln Financial Group, Marriott, Publix Super Markets, Shoe Carnival, Southeast Toyota

Coordinated production projects by preparing accurate estimates, handling detailed schedules, researching potential production and editorial resources, negotiate with vendors, oversee and engage in all stages of radio, social and digital productions from concept to final delivery. Worked closely with multiple creative teams to meet client expectations with strategy, deadline and budget. Prepared and delivered all radio and tv traffic orders for various clients, in turn implemented an effective and efficient internal traffic process. Managed all radio and tv commercial duplication requests for client and agency.

### **Production Manager Assistant**

Dillard's S.E. Division Advertising Department | St. Petersburg, FL | Jan 2006-Jan 2007

Prepared all print advertisements for publication, archive all materials previously printed and maintained the departments server and intranet. Coordinated communication and schedules with newspapers, special publications and online advertising. Assisted with the meeting wall to reflect past, present and future marketing schedules for executives, and create, traffic and archive market research results.

### **Education**

University of South Florida | Bachelor of Arts in Mass Communications | May 2005

### **Skills**

CMS, SEO, Final Cut Pro, Adobe Photoshop, Quickbooks, Microsoft Office

### **Hobbies**

Yoga, reading, cooking, camping, boating and fishing

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