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EXPERIENCE

FREELANCE/SELF

Social Media Manager & Content Producer | New York, NY | March 2022 - Present

- Manage social media accounts for a range of clients, build content calendars & archive, enact strategies for varying niches for growth optimization
- Research social strategy across platforms (TikTok, YouTube, Facebook, Instagram, etc.)
- Pitch, produce, create, and edit digital content across video, still images, SEO, and more

AUDACY, INC.

Manager, Media Strategy & Planning | New York, NY | January 2022 - Present

- Develop media campaigns leveraging any/all of Audacy's assets including streaming audio, podcasts, and broadcast radio (spot and network) advertising
- Analyze and effectively respond to media RFPs from advertising agencies and media clients
- Identify best solutions to help clients solve business objectives, and build win-win media plans
- Collaborate with internal partners and sales teams on pitch development and strategy

CONDÉ NAST ENTERTAINMENT

Associate, Partnerships & Operations | New York, NY | July 2020 - December 2021

- Responsible for the technical delivery of feeds to multiple connected tv platforms (Samsung TV+, Roku, Sling, Vizio, Xumo, Amazon Prime Video, PlutoTV, Hulu, TiVo, etc.)
- Managed 24/7 operations for the Bon Appétit and GQ linear channels, brand OTT apps for Bon Appétit and WIRED, and XUMO extension channels
- Oversaw partner relations, troubleshoot distribution workflows with partners and internal teams, including asset delivery, metadata, and syndication approvals
- Strategically programed branded and special content from deals, promotions, or events
- Achieved and maintained over 1.5M+ viewership hours monthly across platforms

VIACOMCBS

Nickelodeon International Programming & Global Acquisitions Intern

| New York, NY | September 2019 - March 2020

- Updated internal databases (IAN) with series and episodic information, collected and distributed cross-channel plans for series launches across international broadcast regions
- Communicated with regional contacts to organize language adaptation requests
- Oversaw incoming show pitches, collaborated with Nick executives to feedback to distributors
- Created content overview and distributor decks for presentation from pitch conventions

HEAT NETWORK

Executive Producer, "Thursday Nite Live" | Hempstead, NY | March 2018 - May 2020

- Producer for College Television Award (College Emmy) win
- Led weekly development meetings and rehearsals, managed shoot schedules and budgets, edited show for distribution, supervised 130-person staff, booked musical guests
- Built production schedule, implement FCC guidelines across creative teams & broadcast crew
- Collaborated with co-producer, head writers, video producers, and production manager for creative vision and design, cast auditions, and show crew lists

88.7-FM WRHU

Program Director of Talk | Hempstead, NY | January 2019 - December 2019

- Program Director for 3rd Marconi Award win
- Collaborated with New York Islanders hockey and Long Island Nets basketball for game broadcast partnerships, distributed Islanders games to NHL Radio, SiriusXM, WFAN, ESPN
- Scheduled 24/7 on-air programming and updated the internal database (Zetta) for 60+ shows
- Oversaw content operations for Sports, News, and Morning Show departments, upheld best practices and implement FCC guidelines

SIRIUSXM

Talk Programming Intern, "The Jenny McCarthy Show" | New York, NY | February 2019 - April 2019

- Produced segments, created video archive for SiriusXM app, created social media content
- Researched and prepared materials for interviews, booked guests, scheduled shows for re-air

NBCUNIVERSAL

Bravo Digital Video Intern | New York, NY | September 2018 - December 2018

- Created short-form video content for bravotv.com and related social media sites
- Assisted in shoots, worked camera and audio, aided talent

LONG ISLAND NETS

Freelance Videographer | Uniondale, NY | January 2018 - March 2018

- Filmed and edited home games and events at the Nassau Veterans Memorial Coliseum for the NBA G-League team
- Interviewed players and fans for short-form promotional video content

EDUCATION

Hofstra University

May 2020

Bachelor of Science in
Video/Television & Film

Cum Laude, Honors College, Dean's List,
Provost's List, Phi Eta Sigma and Lambda
Pi Eta National Honors Societies

SKILLS

- Adobe CC Suite (incl. Premiere, After Effects, Photoshop, Audition Media Encoder, etc.)
- Avid Media Composer
- Google Ad Manager
- Long & Short Form Video & Audio Content Creation
- Microsoft Office Suite
- Partnership Management
- Producing for Live Television
- SEO Writing
- Social Media Strategy
- Tricaster
- Various Media Scheduling Softwares/Content Management Systems incl:
 - Amagi
 - GSelector
 - IAN
 - Isis
 - MAZ
 - Zetta

AWARDS

- **College Television Award (Emmy)**
 - Television Academy
 - Thursday Nite Live
 - Best Variety Show
- **Telly Award - Silver - Social Video**
 - Hofstra NOW!
 - Series - News & Information
- **Gracie Award**
 - Alliance for Women in Media
 - Host/Personality - Radio Local Student
- **Marconi Award**
 - National Association of Broadcasters (NAB)
 - College Radio Station of the Year
- **New York Associated Press Award**
 - 1st Place - Best Regularly Scheduled Local News Program
- **Press Club of Long Island, SPJ**
 - 1st Place
 - Radio - Arts & Entertainment