

JILLIAN LAGANELLI

COMEDIC SOCIAL PRODUCER

ABOUT

AN ENERGETIC, HIGHLY COLLABORATIVE, HANDS ON PRODUCER/WRITER WHO EXCELS AT WEARING MANY HATS THROUGH ALL PHASES OF PRODUCTION. SPECIALIZES IN SHORT-FORM DIGITAL COMEDIC CONTENT AND EXCELS AT CREATING EYE-CATCHING, ON PULSE AND VIRAL CONTENT FOR LARGE BRANDS.

LET'S CHAT



jillianlaganelli.com



@pnutbutternjilli

EDUCATION

HOFSTRA UNIVERSITY

The Lawrence Herbert School of Communication

Bachelor of Science in Video,
Television and Film Production
Summa Cum Laude

SKILLS

Adobe After Effects
Adobe Photoshop
Adobe Premiere Pro
Avid Media Composer
Budget Planning & Allocation
Concur/SAP
Google Drive Suite
Integrated Marketing Campaigns
Microsoft Office Suite
Photography & Videography
Podcast Production
Screenwriting
Segment/Repeatable Series Pitching
Slack
Social Strategy & Best Practices
Social Contract Work
Talent Management
Teleprompter
Transcribing - 75 WPM, 96% Accuracy

ASK ME ABOUT

ABOVE AVERAGE

LAST WEEK TONIGHT with JOHN OLIVER
LAUNCH CONTENT, LLC
VIDCON

COMEDY CENTRAL DIGITAL | PARAMOUNT

MANAGER, CC BRAND SOCIAL VIDEO

OCTOBER 2022 - MAY 2023

Multi-hyphenate Producer/Editor for three CC Digital Original Content platforms/teams: The Creators Program, The Gag (LGBTQ Content) & Social Creative Team

- Associate Director & Producer on 20+ award winning repeatable digital series. Series include: Boomer Stoop (*Shorty Silver Winner*), Mini Mocks (*Clio Gold Winner*), Your Worst Fears Confirmed (*Webby Award Winner*), Two Jews Choose with Eliot Glazer & Untitled Josh Horowitz Show
- Managed social shoots with budgets ranging from \$200-\$200K and talent with digital footprints upwards of 1M
- Pitched segments and promos for cross-brand priorities and integrated marketing brand deals. Including segments for Paramount+, CBS Sports, Twisted Tea & Wendy's
- Pitched original content daily for one-off comedic social videos which were then self-shot and edited for vertical content
- Scouted and fostered talent relationships to recruit for "Under the Influencer" production weeks and talent collaborations

STANDOUT ACHIEVEMENTS

- Fostered a talent partnership with creator, Missy Chanapaibool and increased CC's Social Fanbase by over 12K new followers, 80% women. This achieved a long standing personal and professional goal to broaden the CC Social audience to drive more female viewership.
- Acted as the Social Creative Team's *Director of Production* from September 2021 - January 2022; as the program director was on leave
- Wrote, produced, directed, and shot a Mini Mock: "The Plant Nanny" during the COVID-19 quarantine. Amassed 41K+ views on CC's YouTube and 230K+ on Facebook
- Production Managed an LA based "Under the Influencer Week" with YouTube Influencer Adam Waheed in November 2021. We shot 25 pieces of content in 7 days.
- Aided in the launch of the "Comedy Central Digital Originals" YouTube channel in 2019 and aided in its growth to over 1 Million subscribers by producing and developing over 30 new digital pilots and engaging multiple production teams to execute cross-brand priorities.
- Launched CC Animated YouTube Channel, CC TikTok and The Gag.
- Comedy Central Digital Rockstar Award Recipient, September 2020

COORDINATOR, SOCIAL CREATIVE TEAM

NOVEMBER 2018 - OCTOBER 2022

OPERATIONAL RESPONSIBILITIES

- Collaborated with program executives for talent scouting, auditions, and hiring of Creators; while maintaining relationships with agents and managers.
- Managed the Creators Program's production assistant and intern
- Daily note-taking for pitch meetings and built pitch decks for influencers
- Created team-wide template for production bibles & schedules, expense reconciliation, management of post-production delivery calendars, script supervision on set

PRODUCTION ASSISTANT, THE CREATORS PROGRAM

AUGUST 2018 - NOVEMBER 2018

- Head Writer's Assistant
- Assisted in the production of 100 episodes of "Every Damn Day"
- Launched Twitter show spinoff, "Extra Damn Day" (60+ episodes)
- Purchased, crafted, and gathered props for daily tapings
- Created daily call sheets, sourced video clips, and ran on-set media slideshow