




GIA FERRULO

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PROFILE

Creative leader with extensive experience in multi-platform producing, marketing, and management consulting.

CAREER TIMELINE

Bluewater Media Commercial & Entertainment Producer, 2021-23

3Coins Productions LLC Freelance Producer/Consultant, 2008-21

HSN Senior Producer (TV/Digital), 2011-17

V3 Construction Group Director of Marketing, 2008-10

Tampa Bay Illustrated Advertising & Events Manager, 2006-08

The Tampa Tribune Advertising Account Executive, 2003-06

KPMG Consulting Senior Management Analyst, 1999-03

Florida Press Service Print Media Specialist, 1996-99

INDIE PROJECTS

Schooner Cat (Novel) Author.

Two Big Mouths Podcast (WFLA & Creative Loafing - Satirical News) Co-host, Blogger, 100+ Shows

Love101TV (YouTube) Associate Producer/Writer for *Maven Films*

Access Denied (Sitcom Pilot) Co-creator, Producer, Writer

Damage Control Comedy (Audio/Video) Writer, Performer

Far From Normal (Originals Rock Band) Lead Singer, Lyricist

SOFTWARE

MS Suite, MS Teams, Google Suite, Smart Sheet, Frame.io, Basecamp, Trello, Agile, Visio, WordPress, Canva, Hub Spot, Monday.com, IBM & Google Analytics, Zoom

EDUCATION

University of South Florida
Bachelor's Degree Psychology

Eckerd College, *Mediation Training*
Certified Workforce Mediator

AREAS OF EXPERTISE

- Production Supervision · Project Management · Special Events Planning · Content Strategy
- Copy & Scriptwriting · Product Demonstration · Digital Marketing · Business Development
- Process Improvement · Talent Management · Training & Coaching · Podcasts/Voice Acting

EXPERIENCE HIGHLIGHTS

- Executive Producer for 30-minute travel series *LOST IN with DJ BBQ for Destination America (Discovery Network)* and *Nexstar Media* partnership with 3rd party production company. Raised over 100k in cash and trade from tourism bureaus and spearheaded all brand development, pre/post/on location production, and digital launch for season #1 delivery.
- Producer for commercial production house (22-minute infomercial & digital shortform/UGC content). Oversaw dozens of video projects with budgets from \$50,000-\$250,000 in the fitness, culinary, real estate, beauty, HR training, home décor, and pet product categories.
- Freelance producer contracted by direct clients and agencies for production and project management and general marketing consulting. Projects ranged from consultative producer work for St Pete mayoral candidate to acting managing director for a boutique branding firm (*Clear ph*), as well as influencer campaigns, special events, executive training support (*Eckerd College*), and copywriting services (*Spectrum Communications*).
- Supervising TV producer for HSN Culinary Division and Tony Little Brands. Responsible for all live show elements for over 100 retail partners including celebrity chefs (*Wolfgang Puck, Curtis Stone*), national brands (*Phillips, Cuisinart, Dash*), startups, and special events (*Saturday Morning Market with Donatella, HSN 24-hour Cooks Event*).
- Senior digital producer for **HSN.com** special events/promotions. Coordination of seasonal whole-house campaigns, top-tier entertainment partnerships (*Disney, Lionsgate, Universal, HBO*), national advertiser-integrated content promotions (*Toyota, Aetna, Kraft Foods, Norwegian Cruise Lines, Univision*), and HSN Cares philanthropic programs. Team of up to 3 direct reports. **Vision Award Winner 2015**.
- Marketing manager for group of three commercial construction companies with annual revenue of \$15 million. Spearheaded total company rebranding, business development, external marketing, tradeshow, and sponsorships.
- Top producing rep (*print, digital, special events*) for regional luxury lifestyle publication. Closed highest number of annual advertising and promotional event agreements including the largest in the publication's history. Coordinated, sponsorships and media partners for custom client events.
- Producer of \$1.5 million in advertising revenue annually for major daily newspaper and multi-media partners (*News Channel 8 & TBO.com*) within company's largest retail advertising territory. **Salesperson of the Month** by 9th month of employment.
- Process specialist for *Defense Information Systems Agency (DISA) Customer Relationship Management Project*. Advised on training needs for Call Center environments, performed analysis for agency-wide content management solution and granted initial Secret Clearance.
- Led development of *Military Traffic Management Command (MTMC) eProject Website for Oracle Financials 11i Implementation*. Produced more than 2,000 pages of Oracle 11i training documentation, developed training plan for Train-the-Trainer, delivered "Effective Training" class, supported budget analysis, risk-management, traffic, and invoicing.
- Media buyer of retail newspaper advertising on behalf of regional and national clients (*JCPenney*) with monthly budgets exceeding \$2.5 million in advertising revenue, and placement coordination in 118 Florida newspapers.