

ANGELO DUSH

CREATIVE | TV | DIGITAL | LEAD

With 20 + years of experience, I've built solid partnerships with teams and clients by being a go-to creative thinker, problem solver and motivator. Effectively executed high-profile campaigns with various moving parts, ranging in project scope, budget, team, production logistics and client needs.



Experience

FOX Television Stations, FOX 29-Philadelphia Executive Producer, Digital Creative Lead 2017-Current

- Report to VP of Creative Services, New Media
- Manage Sales & Marketing Projects, Workflow & Deliverables
- Direct Client Productions (Field and Studio)
- Execute Daily Paid Facebook Posts, Google Search Ads and Planning
- Collaborate with Internal Teams and FOX Affiliate Marketing to Help Produce Compelling Content for FOX 29 Tent Pole Projects, Local Shows, Promotions, Community Events & Sizzles (Air, Social and Presentations)
- Mentor College Interns to Grow Industry Knowledge and FOX 29 Branding/Strategy

Visual Innovations, Creative & Production Executive Producer, Business Growth 2015-2017

- Reported to Creative Director, Owner
- Achieved Business Growth with Clarian Brands & Axalta Coating Systems
- Partnered with Clients to Determine/Achieve Creative Goals
- Led crews on Key Productions, PHL Zoo and The Goddard School
- Designed Company Marketing Tools to Ensure Consistency of Brand Message for Web, Social & Decks
- Hired/Managed Creative and Production Teams Based on Objective, Timeline and Budget
- Mentored College Interns to Grow Industry knowledge, Client Relations and Creative Development Process

NBC Universal, OTS Group, Skycastle Senior Producer, Project Manager 2008-2017

- Reported to VP of Operations & Production Director
- Partnered with Clients/Teams to Plan and Execute Creative Goals
- Responsible for Budgeting/Tracking and Execution of Key Sales & Marketing Activations for Agency and Direct Clients, Ranging from, Royal Caribbean, Coldwell Banker, Xfinity, Astellas, T-Fal, Steak-Umm, Mrs. Dash, ConAgra Foods
- Activated Internal and External Vendors for Creative & Production Needs In Key Markets across the NBCU-OTS Group
- Streamlined Cross-Company Communication with Sales & Marketing, Business Affairs, Legal and Digital teams, Ensuring Projects Delivered On Time and within Budget
- Successfully Worked with NBCU-OTS Local Stations to Help Manage Special Projects and Load Balancing, Ranging from, Arts-Around-Town, Acura RLX "Test Drive" Sweepstakes, Digital Content and others

Experience Cont'd.

NBC Universal OTS, NBC10-Philadelphia Senior Producer, Script Writer 2001-2007

- Reported to VP of Creative Services and VP of Sales
- Responsible for All Local Sales & Marketing Client Activations, Ranging from Spots, Vignettes, some included, Mercy Health System, Philadelphia College of Osteopathic Medicine, Penn Medicine, 10! Show Integrations, The Concept Home Tie-Ins, PNC When I Grow Up, Citizens Bank Know Your Business
- Wrote/Presented Scripts Based on Budget, Goal & Deliverable
- Collaborated with Sales & Marketing, Internal Shooters, Editors and Producers to Achieve Client Goal
- Activated Local Production Vendors Based on Budget, Creative Vision and Air Date

TV-One Productions Senior Producer, Script Writer 1997-2001

- Reported to VP of Business Development, Owner
- Wrote/Presented Scripts Based on Budget and Messaging
- Partnered with Local Media, some included: CBS3, NBC10, 6ABC, Comcast and Small Agencies to Produce Creative for Clients ranging in Budget & Scope
- Activated/Managed In-House Resources to Ensure Quality of Final Product and Campaign Started on Schedule and within Budget

Skills

- Leadership
- Presentations
- Client Relations
- Budgeting & Tracking
- Planning & Execution
- Traditional/New Media
- Mentoring
- Copy Writing
- Sales & Marketing

Tech. Skills

- Facebook Ads Manager
- Adobe Creative Cloud
- Google Ads/Analytics
- WideOrbit
- Aptivada Dashboard
- Microsoft Word
- Editing
- Production
- WiX
- RFS

WORK: adangelodush.com **PHONE:** 917-232-1531
EMAIL: angelosdush@gmail.com

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REFERENCES | AWARDS



Bruce Kallner

VP of Strategic Sales & Marketing
NBCUniversal, IMPACT
Bruce.Kallner@nbcui.com
212.664.2707

Amy Shearer

Chief Marketing Officer
Philadelphia Zoo
Shearer.Amy@phillyzoo.org
610.470.1316

Andrew Kandel

Google-Head of
Industry-Telecom
akandel@google.com
917.716.4721

Rob Halpern

VP of Sales
NBC 10-Philadelphia
Robert.Halpern@nbcuni.com
610.668.5594

Tom Wentworth Director of Production

NBCUniversal, LXSkycastle
Thomas.Wentworth@nbcui.com
818.684.2167

Ryan Quinn Director, Marketing

Planalytics
rquinn@planalytics.com
610.407.2951

AWARDS

Davey
Telly
Addy
NBC Ovation

EDUCATION

Art Institute of
Philadelphia
Communications
Degree