



ALLIE WATSON

PRODUCER + CREATIVE STRATEGIST

CONTACT

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EDUCATION

2009-2013

THE UNIVERSITY OF TEXAS
AT AUSTIN

College of Communication, B.S.
Radio-Television-Film

SKILLS

- Creative Strategy
- Development & Marketing
- Producing
- Production
- Project Management
- Copywriting
- Video/Audio Editing
- Airtable
- Adobe Creative Cloud
- Canva
- Google Suite
- Kajabi
- Podia
- Mail Chimp
- Microsoft Office

WORK EXPERIENCE

Freely Forward Bodywork

2023 - PRESENT

Director, Development & Partnerships

- Create and implement all content and marketing strategies in order to expand the business and our growing audience of 120K+ educated equestrians interested in equine bodywork through wholistic social media management, crafting a clear brand identity and voice via curated messaging, email marketing, managing our education platforms and analyzing audience trends and metrics
- Create and edit all content for social media, paid collaborations, and our suite of online courses
- Develop and foster relationships with other equine influencers and brands in order to secure partnerships and create collaborative content
- Produce our podcast, No Bucks Given, including overseeing story producing, audio engineering, physical production, editing and distribution

Rooster Teeth Studios

2018 - 2024

Director, Development & Creative Strategy

- Directed social marketing and content strategy across four unique brands with followings ranging from 100K up to 10 million to maintain consistent brand growth and engagement across all social platforms.
- Collaborated with key creatives and network partners as a covering executive on over thirty projects in active development and production across animation, live-action television, and podcasts from ideation through marketing and distribution
- Created, reviewed and revised pitch materials in collaboration with creative partners including overseeing art direction on polished presentation decks, producing audio content, providing feedback on concept art and test animation, creating decks and creative presentations
- Sought new creative partnerships by fielding pitches from talent, agents and managers to find content aligned with RT's brand
- Managed a team of 7+ creative executives in addition to overseeing our studios internship program

FOX Broadcasting Company

2017-2018

Senior Executive Assistant, Creative Programming & Development

- Performed all administrative duties and creative support for SVP & VP of creative development & programming; arranged and maintained demanding meeting schedules, maintained production reports, and staffing grids for multiple current series as well as all projects in development.
- Corresponded and coordinated daily with various studios and in-house departments including Production, Business Affairs, and Marketing regarding our shows 9-1-1, Lethal Weapon, The Orville and The Resident in addition to tracking current content trends

Calamity Jane Productions

2014-2017

Creative Development Assistant

- Managed administrative tasks for Head of Creative Development including heavy scheduling and phones and organizing office records
- Actively participated in creative development by shadowing meetings, crafting and designing pitch documents and submission materials, and tracking emerging writing talent to collaborate on projects, researched available IP under our first-look deal at ABC Studios

The Walt Disney Company

2013-2014

Freeform Development & Programming Intern

- Assisted leaders in the development and current programming department by covering executive's desks, updating production schedules, collating & distributing scripts, shadowing notes calls, attending table reads, and conducting market research
- Managed daily office operations and logistics; provided detailed coverage on submissions, maintained and organized databases

REFERENCES

Hannah McCarthy

Ballen Studios / Head of Studio Operations

Phone: 407-417-1081

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Maija Luttinger

Freely Forward Bodywork / CEO

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