

JENNIFER WYNKOOP

PROFESSIONAL EXPERIENCE

- **WARNER BROS. DISCOVERY** | El Segundo, CA | March 2022 - April 2024
Head of Post Production Operations, MotorTrend Studio • *Reason for Leaving: Corporate Restructure*
Oversaw post production strategy & operations across three business units: long form television, branded content, & editorial video at MotorTrend Studio. Directed large & small teams of producers, creatives, video editors, animators, artists, & support staff (freelance / staff / contractor / vendor) producing longform, midform & shortform video content for broadcast, streaming, socials, and O&O sites.
 - Established & enforced studio-wide best practices across creative, production, & post production teams.
 - Scoped & facilitated project budgets ranging from \$1k to \$528k per project. Successfully managed small- & large-scale projects with numerous internal & external stakeholders.
 - Oversaw production of television shows, podcasts, audiobooks, commercials, & digital programs.
 - Negotiated licensing agreements (inbound & outbound), vendor service agreements, & scopes of work.
 - Partnered with marketing leadership to develop sponsorship intake pipeline. Increased sales & offset production costs by an average of \$75,000+ per show within 6 months of launch.
 - Post Supervised & produced unscripted series (44:00 and 22:00) totaling 90+ hours of new programming in 2023. Worked closely with post personnel to troubleshoot creative & technical issues.
 - Guided professional growth & skill development of junior, mid-level, & senior producers and artists.
- **PARAMOUNT VIACOM-CBS** | Los Angeles, CA | January 2022 - March 2022
Post Production Supervisor, Viacom Velocity • *Reason for Leaving: Contract Concluded*
Consulted to establish post production pipeline for Paramount ViacomCBS' native advertising division of kids & family brands. Oversaw video edits, secured stakeholder approvals, & executed client deliveries.
 - Supervised revenue-generating branded content & marketing projects for MTV & Nickelodeon.
 - Collaborated with external Influencers to standardize production value, messaging, & media specs across social media platforms. Created schedules, coordinated footage handoffs, & tracked feedback.
 - Managed multiple high-value content creation projects with competing priorities. Secured licensing agreements for publishing content across broadcast, streaming, & social. Produced print, video, & audio.
 - Key projects:
 - *Becoming a Popstar*: Pepsi + MTV + TikTok reality singing competition show.
 - *The Real Cost*: National anti-vaping campaign for the Department of Public Health.
- **WARNER BROS. DISCOVERY** | El Segundo, CA | April 2018 - December 2021
Production Supervisor, MotorTrend Studio • *Reason for Leaving: Corporate Restructure*
Launched multiple video production pipelines supporting sales, marketing, social, & editorial departments.
 - Implemented robust tracking systems for video pipelines created to achieve specific business objectives.
 - Oversaw execution of project lifecycles, including RFP intake, ideation, bidding, (pre)production, post, finishing, QC, delivery, & archive. Scheduled & managed all milestones for each campaign.
 - Built and directed cross-functional teams to produce multimedia content packages. Led one post team of 8 to deliver 1200+ long-, mid- and shortform video assets in one year (2020) while working remotely.
 - Managed multiple overlapping projects with internal & external stakeholders & competing priorities.
 - Scoped, managed, & delivered complex sponsorship programs for internal teams & third parties across broadcast, theatrical, streaming (video & audio), social media, print, & OOH marketing materials.
- **2U (edX)** | Los Angeles, CA | June 2017 - April 2018
Associate Producer, West Coast Video Operations • *Reason for Leaving: Limited Growth Potential*
Produced video content for doctorate & masters-level university partners such as the University of Southern California, UCLA, Stanford University, Pepperdine, & more at education technology company (2U).
 - Directed production teams in-studio & in the field. Maintained detailed video production logs for multicamera setups for hand-off to post. Provided creative & technical feedback to post.
 - Coordinated interview & b-roll schedules for production, assembled shot lists & prop breakdowns, & cast talent for roleplays, interviews, panels, & more. Tracked & executed large-scale university projects with high volume of shortform video deliverables. QC-ed & approved final video content for delivery.
- **NORTHERN LIGHTS (Agency)** | New York, NY | March 2016 - February 2017
Assistant Producer • *Reason for Leaving: Relocated from New York to Los Angeles*
Sole administrative support to 4 producers at busy creative, production, & post agency servicing B2B & B2C clients in NY. Supported content creation, website curation, & SEO / social media optimizations.
 - Created monthly sizzle reel, facilitated credits, obtained client spot approvals, & secured licensing agreements & documentation for third party assets. Submitted expense reports, executed client requests, & trafficked final deliverables, including publishing content to web & social media.
- **MSNBC (NBCUNIVERSAL)** | New York, NY | February 2014 - March 2016
Coordinator, Programming & Production • *Reason for Leaving: Career Advancement*
Provided ad hoc support to live production & programming departments at 24-hr cable news network.
 - Wrote & edited :30 sponsored vignettes for air & coordinated advertorial segments with show teams.
 - Communicated live control room, schedule, & break structure changes to crew during breaking news.
 - Updated & distributed weekly programming & control room schedules. QC-ed commercial logs to ensure daily sponsor placements. Supplied admin support to two senior MSNBC & NBC News leaders.

EDUCATION

Master of Business Administration (MBA) - Corporate Communications & Brand Strategy

- *Quantic School of Business & Technology* • *Remote (Los Angeles, CA)* • *Graduation: August 2025*

Bachelor of Science - Television, Radio, & Film (2013)

- *Syracuse University* • *Syracuse, NY* • *Honors: Magna Cum Laude (3.77)*

PROFESSIONAL TRADE ASSOCIATIONS

- Academy of Television Arts & Sciences Member (**Emmy Awards**)
- Producer's Guild of America Member (**PGA**)
- Hollywood Professional Association Member (**HPA**)



Import Contact

CONTACT:

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REEL:

- www.JenWynkoop.com/videos
- www.imdb.com/name/nm13691864/

SKILLS:

- **Microsoft 365, Google Suite, Adobe Creative Cloud, iWork, Slack, Asana, AirTable, Wordpress, Frame.io, DAMs, MAMs, Monday.com, Kaltura, Adobe Analytics, & other tools.**
- **Strong communication & writing skills. SEO Proficiency. Mac & PC savvy.**
- **Senior Cross-Functional Leadership** of creative teams & production operations.
- **Post Supervising & Producing** for television, film, digital, commercial, audio, & print.
- **On-Prem + Remote Nonlinear Editing & Finishing Workflows** for AVID, Premiere, Resolve, ProTools, & Flame pipelines.
- **Scoping, Bidding, Budgeting, Forecasting, Actualizing, & Auditing** processes.
- **Omni-Channel Delivery Workflows & File Specs** for broadcast networks, cable channels, FAST, & streaming services.
- **Mentor** to junior colleagues seeking support & guidance.
- **Manager** of projects, clients, staff, crew, vendors, morale, expectations, & deadlines.