

CLAIRE MCCLANAHAN

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EDUCATION

Columbia University
Western Illinois University

New York, NY
Macomb, IL

Coursework for Masters of Science-Strategic Communications
Bachelor of Arts- May 1997

EXPERIENCE

December 2014 - Present

Executive Producer

Craft Collective Films, NYC

- New business and creative development
- Budget creation, management and reconciliation
- Staffing, casting, and overseeing talent and crew
- Script and proposal writing
- Post-production management

January 2014 – July 2014

Director of Content

StyleHaul, NYC

- Responsible for formalizing and maintaining processes for branded content development and production
- Scope and estimate production costs for new business pitches
- Establish timelines and programming schedules for branded content programs
- Create, develop, and write concepts / scripts for large scale content programs and ensure vision is maintained throughout campaign
- Oversee and creative direct video shoots
- Collaborate with sales team on development of larger partnership opportunities with global clients
- Lead discussions and negotiations on larger partnership agreements with video production vendors

March 2011 – January 2014

Production Manager / Content Producer SAY Media, NYC

- Produced complex sponsored content programs consisting of both written editorial and original video series with various lifestyle, fashion, technology, and food sites in the SAY Media network.
- Supervised all facets of video production, budget management, concept development, script writing, client, editorial and internal team communications, timeline management and content performance tracking / reporting.
- Played a key leadership role in developing SAY's sponsored content offering, the growth of the production team, creating, implementing and training others on new processes, establishing budget parameters, and sponsored content best practices.
- Oversaw production on rich media banner campaigns
- Clients included large advertisers such as P&G, Mars, Acura, Canon/Project Imagination, Amstel Light, and more.

December 2009 - November 2010

Freelance Writer / Line Producer

Various, NYC/NJ

Carmen (music video / commercial), V. MacCarthy / New York, NY
Last Night at Angelo's (short film), M. Stimpson / OTF Prod, NYC (Official selection 2012 LA Shorts and Arizona Film Festivals)
From the Labs (Web series), AT&T Tech Channel, NJ

Nov. 2006 – Aug. 2009

Writer / Producer

Parallax Productions, Boston

- Developed, wrote and produced a variety of projects from small corporate videos to broadcast TV specials including:
 - Conversations with Carlos Watson Segment Producer for Hillary Clinton, Sheriff Lupe Valdez, Heidi Klum, Naomi Campbell, Eva Longoria, LaDanian Tomlinson) - Hearst-Argyle Television / Run Rabbit Run Productions
 - Heartfelt for Life DVD w/ Dr. Mehmet Oz & Bob Greene - Glaxo Smith Klein / Cohn & Wolf PR
 - Photo Booth HPV Awareness Nat'l PSA - Gynecological Cancer Foundation / Merck Pharmaceuticals
 - Families Fighting Flu National PSA (radio) - Families Fighting Flu / Ketchum Public Relations
 - Differin "Prom-Ready Skin" (3-part Web series) - Euro RSCG Public Relations Worldwide
- Post-production including editing, story direction, continued script development, VO, and music selection
- Casting and talent contracts for both principle and background roles; main talent liaison and handler on-set

SKILLS

Most Mac and MS Office applications, strong skills in Final Cut Pro

DISTINCTIONS

2016 Big Vision Empty Wallet Kickstart Diversity Initiative - "Carbon" Feature Film
2009 NEW ENGLAND EMMY AWARDS Nomination, Outstanding Nat'l PSA – Single Spot
2008 NEW ENGLAND EMMY AWARDS, WIN Outstanding Arts / Entertainment Program,
2008 NEW ENGLAND EMMY AWARDS, Nomination, Outstanding Arts / Entertainment (Sheriff Lupe Valdez Segment),
2008 GRACIE ALLEN AWARDS, WIN Biography / Profile Category
2008 TELLY AWARDS, WIN TV Entertainment Category,
2008 TELLY AWARD (Bronze), WIN Best Program – Health and Wellness

MEMBERSHIPS / AFFILIATIONS: Independent Film Project (IFP), New York Women in Film & Television