

Laura Finnerty

BROADCAST PRODUCER

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ABOUT ME

Producer and presenter with ten years of experience across a range of radio, television and online programs. Proven track record of providing quality content and high-profile contributors for documentaries, obs docs, reality, podcasts and leading broadcasters. Highly experienced with all levels of talent, writing and storytelling with strengths in specialist branded content, marketing and corporate communications.

EXPERIENCE

CREATIVELIVE
OCTOBER 2017 - ONGOING
San Francisco, United States

ON-AIR HOST

CreativeLive is the world's leading live, online classroom for creative entrepreneurs. As an on-air host I work both in front of camera, and behind the scenes in pre-production.

- Live interaction with instructor, studio audience and world-wide online audience
- Host multi-day classes, steering the flow and content of the course, and curate community questions
- Publicly represent CreativeLive, helping build community and maintain rapport with instructor and students

QATAR FOUNDATION
JUNE 2016 - DECEMBER 2016
Doha, Qatar

NEWSROOM LEAD

Qatar Foundation is one of the world's leading innovators for education, science and community development. I created and executed organization-wide strategies to market and connect over 50 centers, universities and research initiatives.

- Directed newsroom projects and timelines
- Collaborated with internal teams to enhance the organization's reputation and identified opportunities to promote projects and events
- Delivered world-class creative across digital, mobile, radio, print, video and social activations

QF RADIO
2015-2016
Doha, Qatar

RADIO STATION SUPERVISOR

QF Radio is an educational, talk radio station covering topics related to current affairs, health, science, technology, art and culture. As supervisor I reorganized and enforced a new structure and audience development strategy for the station.

- Targeted new partnerships and built strategic alliances
- Set coverage expectations, held show review sessions/critiques, and drove content
- Managed production budgets
- Hired 22 members of staff and added 24 new programs to the schedule
- Positioned QFR as the leading station, achieving a 46% audience rating for Qatar's total population (Nielsen Report 2016)

QF RADIO
2011-2015

PRODUCER & PRESENTER

A storyteller at heart, I have conceptualized, directed and presented a diverse range programs in health, tech, fashion and current affairs.

- Developed high quality content, rundowns, creative briefs, treatments and production elements
- Broadcast over 2,000 hours of live and pre-recorded talk radio
- Covered live broadcasts and events such as COP18 and The Asian Games
- Founded and developed the country's most listened to morning show 'Rise' and multiple additional programs
- Interviewed many high-profile guests (royals, politicians, celebrities and world-class experts)

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BROADCAST PRODUCER

ITV / CHANNEL 4
MAR 2011- OCT 2011
Manchester, UK

TRUE NORTH PRODUCTIONS
/BBC WORLDWIDE
JUNE 2010 - MAR 2011
Leeds, UK

STRAY FM
2007-2011
Yorkshire, UK



SKILLS



EDUCATION

YORK ACCESS TO MUSIC
2007-2008
York, UK

LEEDS COLLEGE OF MUSIC
2004-2005
Leeds, UK

HARROGATE COLLEGE
2002-2004
Harrogate, UK

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RESEARCHER - 'COACH TRIP'

An epic, 50-day journey across several continents following contestants as they battle to take a once in a lifetime holiday. I have credits on Series 7, 8 and Celebrity Series 3.

- Managed auditions and casting of 120 contestants
- Researched, secured and allocated 110 filming locations and activities
- Supported daily production by booking contestant travel, coordinating shot-list requests, catering, and scheduling
- Devised call sheets and navigation services
- Managed budgets on filming/activities to ensure healthy margins

RESEARCHER - 'WHAT THE NEIGHBOURS DID'

This glossy, high-end home improvement show was broadcast in both the UK and Australia.

- Researched, secured and cast 10 families and projects
- Generated new story ideas and executed work with tight time constraints
- Scouted locations and completed recce ahead of filming
- Secured filming permits and insurance documents for locations and public areas
- Devised production schedules to meet delivery deadlines

PRESENTER AND STATION COORDINATOR

Stray FM is the local radio station for Harrogate and the surrounding area.

- Managed advert input, traffic, and PRS reports
- Hosted daily breakfast and weekly evening show
- Increased audience share to 15.5% with 46,000 listeners per week

AREAS OF EXPERTISE

Producing, Presenting, Editing, Copywriting, Communications, Public Relations, Management, Research & Strategic Planning

SOFTWARE

Adobe Premiere, Adobe Audition, MS office, Keynote

BROADCAST SYSTEMS AND CAMERA

RSC, Enco, Dalet, Comrex, ISDN, Panasonic P2 camera

Course name – Grade/result

PERFORMING MUSICIAN – DISTINCTION

PERFORMING MUSICIAN – DISTINCTION

BTEC NATIONAL DIPLOMA – TRIPLE DISTINCTION