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EXPERIENCE::

Writer

2018

Agnes films:

A website led by award-winning filmmaker Alexandra Hidalgo to provide support to and create awareness of women filmmaker

- Wrote articles of interest to the community to be shared through social media
- Researched digital communities to identify influencers and develop/execute outreach strategies
- Added and optimized SEO for entire website resulting in a 30% traffic increase.
- Edited and conceptualized content, videos and blog posts; ensured content was SEO friendly with performance optimization
- Collaborated with executive staff to maintain brand message consistency and integrity through copy editing

Writer / Director / Producer

2018

Short film: *Freckles*, Catch and Release Productions, *Selection: Festival de Cannes*

A narrative exploration of the damaging effects cultural beauty standards have on one lonely, freckled woman

- Responsible for all aspects of pre-production, production, budgeting, post
- Launched 3-spear marketing directive targeting international and national film festivals, distributors and blasting a viral social media / video campaign
- Landed premiere at the Cannes Film Festival followed by Toronto Independent, Reykjavik, Hollyshorts
- Established promotional campaign with media clips, posters and giveaways to develop a strong buzz
- Implemented film and photo shoot schedule to budget requirements
- Established Twitter pages and grew following 17% by engaging community and Twitter analytics
- Line produced under budget for location and on set shoot

Marketing Director / Programming Developer

2017

Cannes Film Festival

The Cannes Film Festival, founded in 1946, is the largest and most prestigious international showcase of cinematic art.

- Screened, critiqued and approved films to be included in the Diversity in Cannes: Beyond Borders, based on strides in diversity, message and artistic quality
- Launched digital marketing of films through social media blitzkrieg to targeted audience
- Edited and conceptualized content, videos and blog posts; ensured content was SEO friendly with performance optimization
- Developed and implemented social media strategy, increasing reach over 30%.

Marketing Director

2016

Decoder Media Milwaukee 53206 Documentary

A documentary exploring the trials of people living in America's most incarcerated zip code

- Created brand and campaign-specific best practices guides for social media usage
- Monitored online buzz to guide campaign maintenance strategies and assess effectiveness
- Wrote strategy briefs and oversaw their execution
- Increased film brand awareness and by 20% through social media and helped maintain web presence

Social Media Strategist

2011-2016

Odyssey Networks

Odyssey builds impact campaigns that bring together coalitions of change-makers to address some of the most pressing social issues facing our world

- Developed ideas for editorial, visual and interactive content related to client's programming
- Coordinated, executed, developed and oversaw all aspects of production from pre-pro to post
- Strengthened marketing values 100% by executing cross-platform content plans
- Increased delivery objectives 40% by liaising with production executives, outside production companies and talent to ensure delivery of assets
- Acquired 70% more distribution via social network strategies
- Optimized online presence and developed personal and social connections to relevant audiences

Marketing Producer

2015

Big Fuel

A pure play social media agency that develops and executes hero content, big ideas and tent-pole campaigns to drive large-scale awareness, buzz and participation

- Produced business analysis to determine profitability
- Established multi-media advertising campaigns, including video promos, to achieve maximum exposure for new branding
- Introduced new graphic standards
- Implemented proformas and event recaps to analyze profit

Writer / Senior Producer

2008-2014

Fashion Police, E! Entertainment, Hosted by Joan Rivers

- Collaborated with EPs to implement programming strategy during production
- Met all budget parameters and stayed cost effective to come in under expectations
- Met all preset shooting deliverable deadlines
- Introduced new graphic standards
- Created corporate branding standards and comprehensive positioning messages.
- Managed department and staff of up to 16 direct and indirect reports

Writer / Producer / Director

2004-2008

Full Frontal Fashion, UltraHD, Hosted by Robert Verdi

- Directed a series of 3-camera in-studio segments
- Managed talent
- Wrote thirty minute segments and one hour episode format
- Supervised use of visuals and graphics
- Oversaw post-production and post-edit
- Managed editorial, design and production of communication tools
- Enhanced firm's online platform through website redesign, user-centric functionality upgrades, and social media targeted to audience demographic
- Supervised crew of ten

VOLUNTEER::

Promotions Coordinator

Woodstock Film Festival

The Woodstock Film Festival is noted as being one of the top fifty film festivals in the world, programming 150 films, concerts, panels and parties each year

- Implemented marketing campaign, analyzed sales forecasts, prepared marketing strategies and objectives
- Prepared marketing reports by collecting, analyzing, and summarizing sales data
- Coordinated requirements with graphics department
- Supported staff by providing data, market trends, and forecasts

Brand Ambassador

The Director List

The leading database to help members of the film and television industries find female directors

- Attended film festivals, conferences and award presentations to market the brand
- Created databases using excel of filmmakers attending each festivals
- developed promotional strategies that generated large audiences as well as enhanced personal brand of company president.

EDUCATION::

BA Communications BA Psychology, *Rutgers University*, New Brunswick, NJ
