

Email: alexnkaplan@gmail.com | Mobile: 215.498.4424 | Location: Los Angeles, CA

## ABOUT ME

Philadelphia native with 10+ years in marketing, film production, project management, partnership development and client relations. As a supportive team leader and collaborator, I specialize in creative content production (video, design and copywriting), bringing an exceptional attention to detail and proven ability to improve products and deliverables. I lean in to every situation with positivity and empathy, allowing me to effectively motivate clients and team members and drive exceptional results on all projects, resulting in repeat clients & brand partnerships.

## SKILLS

- Empathetic communication & conflict resolution
- Creative problem solving & strategic thinking
- Complex project management & quality assurance
- Adaptive leadership & supportive collaboration
- Operating & delegating under pressure
- Streamlining systems & procedures
- Intuitive market research

## SOFTWARE PROFICIENCIES

Monday.com | Asana | Trello  
Airtable | Slack | Canva  
Premiere | Final Cut Pro X  
G-Suite | Microsoft Office 365  
Mac IOS Suite | All Social Platforms

## EDUCATION

University of Miami, FL | 2004 - 2008  
Bachelor of Fine Arts, Acting | Dean's List

## EXPERIENCE

**Producer, Content Manager & Creator** Nationwide | 2019-Present  
[AlexKaplanFilms.com](http://AlexKaplanFilms.com) / Craig & Co

- **Positions:** Producer (Pre-pro; Line; Story; Field; Post; Exec.) | Director | Writer  
Project & Production Manager/Coordinator | Designer (Web & Content)
- **Areas:** Creative development | Pre-production (budgeting, hiring, etc.)  
Production | Post-production
- **Styles:** Branded Content | Commercials | Scripted Narrative | Documentary
- **Recent Clients:** Amazon, Taylor Strategy, Crown Royal, Guinness, Jewish Family Services

**Of Substance.** Los Angeles, CA / Philadelphia, PA | 2019-Present  
**Founder / Executive Director/ Producer / Accounts and Partnerships Manager**  
*Nonprofit film production studio, making premium narrative short films that are delivered in conjunction with curricula and other programming to support people struggling with addiction and mental health, turning movies into a utilitarian tool for healing and growth.* [OfSubstance.org](http://OfSubstance.org)

- Devise strategy and lead execution of all company initiatives and campaigns, including high-level vision, annual strategic plans, budgeting initiatives, marketing plans, grant writing, fundraising campaigns, recruitment and training, film production, curriculum design, product development and distribution, successfully improving user engagement, scaling audience size, and raising \$200,000+ in donations in one year
- Built, grew and maintains relationships with over 250 notable individuals and organizations in just 2 years, leading to notable partnerships that include MTV, NAMI, and the Bacon Brothers Band (Kevin Bacon)
- Leads market research and conducts client feedback to analyze opportunities, identify solutions and improve marketing success, user experience of current offerings, and offerings in development
- Produced, wrote, designed, directed, and edited 500+ promotional videos, newsletters and social media posts, and produced 9 films in 9 months to launch the organization
- Built, maintained & evolved metadata tracking system and digital workflow, managing all company activities (CRM, project management, etc.) in one database, resulting in consistently meeting deadlines

**Short Order Production House** Wilmington, DE | 2013-2019  
**Managing Executive Producer / Account Manager / Project Manager**  
*Creative Marketing and Content Production Agency* [ShortOrder.co](http://ShortOrder.co)

- Built and managed ongoing relationships with 100+ clients, successfully providing hands-on, professional, and enthusiastic communication between client and creative team from onboarding through project execution and offboarding while listening to concerns, managing expectations, and proactively finding solutions, consistently delivering over 133% on goal regarding budget and deliverables
- Produced 300+ projects, while overseeing full process from creative development to post-production and final delivery, creating and managing timelines and project details, conducting an average of 15-25 active projects simultaneously while providing all support to teams ranging from 1-40 individuals
- Proactively streamlined internal analog and digital workflows to automate and improve internal and external communications, project and data management, improving overall product quality and client experience, which resulted in a 1.5X increase in project management bandwidth and improving product delivery times, consistently meeting due dates and achieving a customer satisfaction rate of 96% over 6 years

**Notable Clients:** AAA | Amtrak | Boys and Girls Club | Comcast | Democratic National Convention | DuckDuckGo | DuPont DE | GORE: Creative Technologies Worldwide | Jersey Mike's Subs | McLaren Philadelphia | M&T Bank | Ronald McDonald House | Salvation Army | University of Pennsylvania