

# Jennifer Baggett Brennan

mobile: 917.439.7274 | email: jenbaggett5@gmail.com

Website: <https://www.jenniferbaggettbrannan.com/>

## EXPERIENCE

**WASHINGTON POST CREATIVE GROUP** | New York, NY (Oct 2021 - present)  
*Creative Director*

- Lead a team of content creators to develop and execute multi-platform campaigns for top brand partners such as Volvo, AT&T, United, Cisco, Visa and Comcast
- Manage internal teams and vendors to produce innovative storytelling formats across Digital/Social/Experiential, including video series, podcasts, multimedia articles, AR/VR & Tik Toks
- Oversee the creative vision for all programs to ensure that they are on brand for the WP Creative Group and meet client objectives
- Collaborate with production companies and entertainment partners (Imagine, Tribeca) to develop short form series and branded documentaries, elevate content programs and expand distribution

**IBM, CONTENT STUDIO** | New York, NY (July 2019-Oct 2021)  
*Executive Producer, Creative*

- Lead creative development and production of original content, including documentary shorts, video series, sizzle reels, interactives and custom web experiences
- Piloted 15 new content series and helped scale them across global creative teams (400+ produced)
- Oversaw production of the award-winning video series "Content Cantina" with IBM's Chief Content Officer, which featured industry thought leaders and celebrity guests such as will.i.am.
- Served as a Video Lead for a global team of content creators, writers, producers and designers to set strategic goals and ensure the highest caliber of video storytelling across IBM.com & YouTube

**FOOD NETWORK / DISCOVERY** | New York, NY (Dec 2013-June 2019)  
*Supervising Producer, Brand Creative*

- Supervised internal teams and production partners to develop and produce custom videos for On-Air/Digital/Social, including branded content series, talent vignettes, promos & sizzle reels
- Ensured that all creative content remained authentic to the Food Network voice
- Oversaw shoots with talent like Bobby Flay, Katie Lee, Duff Goldman and Ree Drummond
- Trained and mentored Producers, PAs and support staff on a variety of production projects
- Partnered with HGTV to launch the first Fantasy Kitchen Giveaway series, which garnered 150MM content views across digital/social/video platforms and reached 47MM (On-Air/Print)

*Writer/Producer* (Aug 2011-Nov 2013)

- Produced multi-platform branded content, managing all aspects of the process: scripting, interviewing talent, directing VO, and overseeing studio/field shoots, edits and mixes
- Launched the first Branded Content team: designed capabilities decks, established best practices and developed franchises at different budget levels to sell to advertisers

Previous role: Integrated Marketing Manager: Sep 2010-Jul 2011

**TRAVEL CHANNEL / THE LOST GIRLS** (Oct 2008-Nov 2013)  
*Featured Contributor, Travel Writer, Author*

- Served as an online Travel Channel expert, contributing original videos, articles and guides
- Co-authored the memoir *The Lost Girls* (HarperCollins) and built an award-winning travel website
- Produced multimedia content and wrote articles for Redbook, Men's Fitness and About.com

**NICKELODEON** | New York, NY

(Apr 2010-Sept 2010)

*Manager, Integrated Marketing*

- Developed custom marketing programs that generated ad revenue for Nickelodeon, TeenNick, Nicktoons, Nick Jr. and Nick@Nite across on-air, digital and off-channel platforms
- Oversaw branded content production for high-profile advertisers like Mattel, Universal, Kimberly Clark, Verizon, ConAgra and Wendy's

**SUNDANCE CHANNEL** | New York, NY

(Aug 2007 – Sept 2008)

*Manager, Branded Entertainment*

- Collaborated with internal departments to identify new business leads, execute sponsorships and develop collateral materials to market Sundance Channel to the advertising community
- Created revenue-generating marketing programs with Sponsors/Media Partners/Movie Studios
- Developed new digital advertising opportunities that helped double traffic in the first year
- Coordinated logistics for sponsored events and promotions at the Sundance Film Festival

**VIACOM (VH1)** | New York, NY

(Dec 2004 – May 2006)

*Manager, Integrated Marketing*

- Generated multi-million dollar integrated marketing proposals across all major Ad categories
- Oversaw in-show integrations and 360 promotions including the first flash mob contest with MTV
- Supervised one coordinator and two department assistants

Previous Role: Coordinator, Integrated Marketing

**NBC UNIVERSAL** | New York, NY

(June 2001 – November 2004)

*Coordinator, Network Marketing*

- Developed and fulfilled added-value promotions for NBC Latenight and PAX TV advertisers
- Executed event logistics for the NBC, Bravo, Telemundo and PAX TV Upfront presentations

Previous Role: Ad Sales Assistant

## AWARDS

**PROMAX GOLD:** PROMO FOR BRANDED CONTENT - CHOPPED CLEAN UP CHALLENGE, BOUNTY

**PROMAX BRONZE:** DINER'S DRIVE-INS AND DIVES / HILTON VIGNETTE SERIES

**TELLY SILVER:** CHOPPED OPEN YOUR BASKET / HYUNDAI VIGNETTE

## EDUCATION

FLORIDA STATE UNIVERSITY, BS, MARKETING | MAGNA CUM LAUDE