

## Pamela L. Mitchell

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### summary of qualifications

*Dynamic and versatile Producer with over 15 years experience and 100's of productions in both television network and major corporate retail environments. Strong and effective writing skills with a sharp aptitude for problem solving and obtaining results. Exceptional research skills. Proven ability to work in fast paced deadline oriented environments. Hardworking and results-oriented.*

### Professional Experience

#### Freelance clients

##### Macy's inc

visual training

August 2009

fashion's night out

September 2009

naturalizer

October 2009

clearance training

November 2009

**Macy's Inc.** – New York, New York

1998-May 2009

Producer , Macy's Satellite Network

*Plan and handle budgets for a department with yearly fiscal goals in excess of \$800,000. Accurately project production costs and team with other producers to utilize camera crews to their fullest potential by doubling up on shoots when possible to cut costs. Conduct interviews with both internal and external clients to determine their needs and focus of the video or broadcast. Screen, evaluate and book models, both children and adults of various diverse backgrounds, for a variety of vendor related shows. Enhance shots by giving models appropriate direction on what to do while shooting. Advise and supervise edits with the editors including collaborating on graphics, music and the overall look of the video/broadcast. Direct and coach on-air professionals and non-professional executives prior to shoots.*

- Conceptualize, Write, Develop and Produce corporate policy/product training videos for over 800 Macy stores. Launched and created, two monthly and one quarterly show on the network. Produce four external vendor shows per month. Work closely with hundreds of vendors. Vendors include; Tommy Hilfiger, Nautica, Baby Phat, Guess, and Ralph Lauren.
- Lead Producer on the yearly Back-to-School Vendor Fair that includes over

sixty clothing vendors for Kids, Boys 8-20, Young Men's and Juniors. Close collaboration with the lead venue coordinator on order of the day's events and set-up. Production includes supervising various aspects of the fashion presentation, scripting for VP of Stores and other Senior level Executives. Direct and manage four camera and sound crews.

- Produce shoots both in the field at various vendor showrooms and in-studio. Supervise and manage video crews during shoots and advise how and what needs to be shot. Direct re-enactments and scenarios with actors and "real people".

**GLOBAL SHOPPING NETWORK** – New York, NY 1996-1998  
*Live interactive television retailer with strong direct-to-consumer expertise.*

Line Producer

*Created the rundown for (5-10) 30-minute live shows per day. Researched and studied details of the products featured on that days show in order to provide a wide variety of information to the host during the live broadcast. Reviewed the scripts and details of that show's featured products with the on-air host. Blocked the shots on the set with the Director, Stage Manager and various other crewmembers prior to the show going live.*

- Collaborated with the set-designers on props and the shows overall appearance.
- Advised and coached the host and on-air talent on the product information during the show in order to drive sales.
- Acted as an Assistant Director and teamed with the Director during the show by calling out the time spent on each product and assuring that the show started and ended on time.
- Coached the models on what specifically to focus on with the product they were either wearing or presenting during the live broadcast.

**fx, fox cable network** – New York, NY  
1994-1996

Segment/Field Producer "Breakfast Time"

*Researched, developed and produced live remote segments both in-studio and throughout the country. Researched and pre-interviewed in-studio "show experts". Developed show segments. Scouted locations for live remote shoots. Worked closely with on-air hosts and prepped them on the segments content. Pitched possible show segments for future broadcasts.*

- Produced a "fire-walking" segment in Madison Square Park. Worked closely

with the motivational expert on the training and mind control that happens before the walk. Assembled the individuals that were prepped and walked on hot coals for that live segment.

- Lead producer for the shows therapy segments. Collaborated with Dr. Jeff Gardere, the shows in-house therapist, on weekly segments that focused on family issues.

### **education**

Hampton University, Hampton Virginia  
B.A. Mass Media

### **SPECIAL SKILLS**

MS Office, Excel, Windows, Powerpoint, Adobe Photoshop