

PHILIP J. SHAFRAN

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CREDITS & EXPERIENCE

October 2010 – Present **FishBowl Worldwide Media & Disney Studios**

Creative Producer, Manager of Digital Content

- Manager and coordinator implementing digital moderation systems and B2B Portals.
- Digital Media Producer for Disney UGC “*Let the Memories Begin*” global ad campaigns.
- Creator of Fishbowl web series, “*Bonehead Bracket*”.
- Segment & Associate producer for 1-hour television pilot series; “*Shadow Operations*”.
- Associate Producer for 30-minute television series, “*Treasure Chase*”.

September 2009 – April 2010 **FishBowl Worldwide Media & Vin Di Bona Productions**

Digital Marketing Associate, Clip Acquisitions

- Collaborated with clients to acquire and license digital media and exclusivity agreements.
- Coordinated social media networks and created digital content for graphic novel.
- Created and promoted digital media ad campaigns targeting specific demographics.

April 2009 – August 2009 **E! Entertainment Television; “E!’s Wildest TV Show Moments”**

Segment Producer

- Produced clip packages and segments for 30 minute comedy series.
- Maintained databases and implemented tracking methods of valued content.
- Licensed and coordinated media from global markets.
- Supported on-set production and managed office assistants.

October 2008 - Present **New Media & Branded Digital Content Producer**

Executive Producer

- Developed and produced branded content for major non-profit charities.
- Coordinated field productions, incorporating casting, equipment, crew and locations.
- Supervised director of photography, story editor and general production duties.
- Created and maintained line budgets, oversaw production costs and managed production flow.

March 2007 - September 2008 **VideoJug America, Inc.; “www.VideoJug.com”**

Lead Producer

- Produced, scripted, and directed over 1,000 films and videos.
- Created digital media content and branded, sponsored programs for online communities.
- Designed and produced high traffic, high volume channels for food, health and lifestyle.
- Routinely coordinated and managed up to five productions and creative teams at one time.
- Created and maintained production databases, streamlining communication between departments.
- Established licensing and marketing partnerships with vendors and associates such as MSN.
- Increased user traffic using SEO, meta-data and marketing techniques.

2002 - 2007 **Vin Di Bona Productions; “America’s Funniest Home Videos”**

Director of Digital Copyright Infringement, Clearance Coordinator, Clip Coordinator

- Designed and maintained infringement and investigation databases.
- Supervised marketing and licensing of company-owned footage for commercials.
- Developed original scripted content and extensive research for writers and hosts.
- Coordinated and managed footage licensing contracts.