

John Kuperman

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Profile

Results-driven Producer and Manager with versatile experience in video production, creative writing, marketing campaigns and asset management. Proficient in ideating and executing effective projects within timeframe and budget. Seeking a dynamic opportunity to pivot comprehensive skills.

Skills

- **Project Management:** Storyboarding, strategic planning, task delegation, client relations
- **Organization:** Schedules, budgeting, inventory management, time management
- **Marketing:** Email outreach, copywriting, digital marketing, video editing, data analytics
- **Strengths:** Flexible, adaptable, teamwork, critical thinking, communication, multitasking
- **Software:** Adobe Suite, Premiere Pro, Microsoft Office 365 (Excel, Word, PowerPoint), Google

Employment

VSM Inc.

Marketing Content Administrator

2021 – 2026

- Oversee video asset management, including tagging and cataloguing, of 15,000+ files
- Analyze engagement and traffic data to identify trends, report on insights, and develop informed strategies for future marketing campaigns
- Cross-collaborate with marketing, creative, technical and sales teams on diverse initiatives ranging from promotions to digital marketing to website development, based on client needs
- Successfully executed a technology brand campaign that increased website traffic by 140%

Video Editor & Social Coordinator

2016 – 2021

- Sourced, imported and organized all video and audio clips to transform raw footage into polished and engaging content with cohesive narratives and strongly visual appeal
- Partnered with copywriting and marketing teams on timely campaigns, ranging from ideating abstract concepts to assessing return on investment
- Consulted with directors and producers on scripts, storyboards and shot lists
- Designed graphics, titles, copy and visual effects from scratch and using templates to enhance content's impact, align with client voice, and bring stakeholder vision to life
- Stay up-to-date on latest editing techniques and software updates

FilmOn TV Networks

Executive Producer

2015 – 2016

- Managed a high-performing team of 15, including producers, directors and actors
- Executed and organized live broadcasts and interviews in deadline-driven environment
- Vetted video and audio segments, edited promotions, and hired talent for all projects
- Oversaw shoots, editorial, graphics, animation and music
- Partnered with internal and external teams to ensure deliverables are on time and within budget
- Coordinated day-to-day with programming and advertisers
- Analyzed production performance data and identified opportunities for improvement, resulting in a 60% increase in productivity

NBCUniversal Sports

Segment Producer

2007 – 2015

- Executed live shows alongside director and talent
- Prepared and coordinated rundowns for live broadcasts
- Assisted with editing show segments, booking guests, coordinating scripts, and researching
- Supported web production, social media, promotional teasers and segment production
- Managed widely successful Olympics series, which amassed audience of over 2 million viewers

TVG Network

Producer & Director

2004 – 2010

- Executed rundown process for live broadcasts as right-hand to senior director
- Tasked with managing audio, graphics and master control functions
- Supervised live shows, assigned on-air staff and technical directors
- Oversaw creative and compelling content on assigned sports news features, including teasers and promotion packages

E! News Live & GoTV Networks

Producer & Writer

2000 – 2004

- Wrote show segments and features on breaking celebrity news
- Produced and wrote weekly comedy lifestyle features
- Produced and edited news, weather and sports segments
- Researched video for footage to incorporate into segments
- Developed and implemented health and safety policies to maintain secure workplace for staff

Education

Bachelor's Degree in Communications – Emphasis in Radio, TV & Film

CSU Northridge