



Pamela Gibson MacDougall

<https://www.linkedin.com/in/pamgmacdougall>
818-601-3446 ♦ pamela.gibson.macdougall@gmail.com

WRITER PRODUCER AND CONTENT CREATOR

Storytelling & Copywriting ♦ Field & Video Production ♦ Advertising, Promotions & Branding ♦ Community

ENGAGING AUDIENCES THROUGH AWARD-WINNING STORYTELLING

- ♦ **PROFILE:** Senior-level producer and writer who connects brands and compelling content with a full spectrum of audiences to entertain, create awareness, engage communities, and develop loyal brand ambassadors.
- ♦ **SCOPE:** Transition seamlessly in and out of both advertising and programming production for big-name brands and media companies. Leverage unique, 360° view of both the production processes and multi-platform advertising and branding.
- ♦ **APPROACH:** Lead and direct with a passion for mentoring other writers and creative professionals. Guide and give wings to new creative voices.
- ♦ **ANGLE:** Consistently exceeded colleague and client expectations with impactful storytelling, based on an ability to reach the audience from multiple angles.

PORTFOLIO HIGHLIGHTS

Cable and broadcast partners: NBC, ABC Family/Disney, Fox Family, Travel Channel

Retail partners: Wal-Mart, Costco, Sam's Club, Safeway, Gillette, Procter & Gamble, Albertsons and US Weekly Magazine

Digital OTT programming : Time, People, Sports Illustrated, Better Homes & Gardens, Southern Living, Cooking Light, Popular Science, NASA Television, Saveur

Branding Campaigns: Western Digital, NBC Bay Area News, Wal-Mart TV, ABC Family Original Movies, The Bachelor, and Alias.

PLATFORMS

Broadcast Television & Cable ♦ Radio ♦ Press ♦ OOH ♦ Digital OTT

UNIQUE VALUE

Copywriting & Editing ♦ Short- & Long-Form Programming
Campaign Development & Management ♦ Sales Tapes & Upfronts
Corporate Identity ♦ Brand Management ♦ On-Air Promotions
Multi-Channel Marketing ♦ In-Store and Retail Marketing ♦ Talent Management
Creative Leadership & Mentoring ♦ Community Engagement & Philanthropy

INDUSTRY ACCOLADES

- ♦ 1 Emmy win
- ♦ 3 Emmy nods
- ♦ 11 Tellys
- ♦ 4 Addys
- ♦ 2 MIN nominations
- ♦ 1 Image nomination
- ♦ 1 Promax

"In a company full of writers, she is the best writer by far.... I can't think of a project Pam led that didn't end with a product that was better, funnier, more emotional, sexier than anyone expected it could be." – J. Monroe, former VP Programming & Promotions NBC Bay Area.

"Rare is the writer/producer who can add a flair of emotion & storytelling to any on-air promotional spot assignment given them Pam is one of the best and brightest we've seen around here at Disney." – J. Rood, former Senior VP Marketing, Disney

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

WRITER PRODUCER AND BRAND ADVOCATE ♦ San Jose, CA

2015–Present

Work with businesses and organizations from pitch to production on a range of projects, leveraging talent for storytelling to help clients turn customers into brand advocates through authentic messaging and engaging video content.

- ♦ Partner with digital content agencies to produce brand and corporate videos, commercials, sales summit presentations and short-form story content. This entails writing, field producing, coordinating with graphics teams, and overseeing production budgets and crews. Clients have included Western Digital, Intel, eBay and People.com.
- ♦ Developed a creative marketing initiative involving a partnership between an education foundation and an organic produce company to raise funds for science-focused educational programs while securing a creative revenue stream.
- ♦ Tapped into network to help a mission-driven travel company develop their brand ambassador program. Worked with client to hone brand messaging to enhance SEO and attract a new, passionate customer base.

NET2TV ♦ Redwood Shores, CA ♦ *Streaming TV through PorticoTV platform for smart TVs/devices*

2011–2015

Director of Production & Promotion

Recruited to support the creation, development and management of an OTT digital network and its channels, PorticoTV. Instrumental in crafting and maintaining platform's voice and brand while ensuring consistency across promotional materials. Partner with VP to oversee production, direct shoots, and guide talented creative team turning short-form content into award-winning long-format shows.

- ♦ Assisted in leading and managing production team through launch and fast-paced expansion—increasing to 16 weekly and 2 daily shows—partnering with high-profile content providers (e.g. People, Time, Sports Illustrated, Better Homes & Gardens, Cooking Light and Saveur). Deliver programming on **50M screens, with above average viewing times of 25 minutes per session, and a 96% ad completion rate.**
- ♦ Wrote and produced PorticoTV sizzle reel, launched "People this Week" show, which earned praise by People's production team, and field produced and directed Maker Faire Special with The Associated Press.
- ♦ Develop targeted marketing campaigns on Roku and Amazon that engage viewers. Generated bumps of up to **161%** in devices connected, **174%** in views, **131%** in hours of viewing time, and **10%** in average user minutes.

NOMINATIONS

2 MIN nominations –
Cooking Light, Southern Living

NBC UNIVERSAL/NBC BAY AREA NEWS ♦ San Jose, CA ♦ *Leading news media group*

2006–2011

Senior Writer & Producer, Advertising & Promotions, NBC Bay Area (formerly NBC 11)

Wrote, produced, and edited award-winning image campaigns and creative topicals for hard-hitting investigative pieces. Furthered NBC brand with *Bay Area Proud* campaigns and promos that positioned NBC as an active voice for the community and featured environmental, humanitarian, and community activists.

- ♦ Wrote, produced, and edited: the Beijing Olympic Campaign, *Learn, Think, Act, Live* (**3.6M viewers** aired during Opening Ceremonies); and Emmy-winning *Moving Pictures* campaign to tell extraordinary stories of ordinary people.
- ♦ Played an instrumental role in launching *Class Action*, an editorial series on challenges facing public education. Show went on to executive production, attracting top California educators and policymakers.
- ♦ Partnered with creative team and Beyond Pix to create "behind the scenes" NBC11 *Morning News* campaign, connecting news personalities to audiences, resulting in **20%** ratings bump, and high praises by viewers.
- ♦ Raised awareness and inspired grant-funding for community initiatives from big names such as Bank of America. The Safeway Thanksgiving Campaign fed **60K families**, exceeding goal by **100%**.
- ♦ Launched *NBC Bay Area Editorials*, directing, producing, researching, and co-writing with host and respected Bay Area anchor Suzanne Shaw, shooting up to **52 weeks per year**.

AWARDS & NOMINATIONS

- ♦ 4 Addys, 1 Emmy, 1 Promax, 6 Tellys – *Moving Pictures*
- ♦ 3 Emmy nominations – *Bay Area Proud*
- ♦ 1 Emmy nomination – *Learn, Think, Act, Live*
- ♦ 3 Telly–*Topical News Promotion*
- ♦ 1 Telly nomination–*Morning News Campaign*
- ♦ 15 NBC Ovation Awards

PRN (PREMIER RETAIL NETWORKS) ♦ San Francisco, CA *In-store retail branding agency*

2005–2006

Senior Writer & Producer and Product Manager

Played a key role in crafting and developing branding initiatives and in-store retail strategies from concept to production that earned praise from Fortune 500 clients. Pitched advertising that communicated branded messages to buyer targets through client sales presentations.

- ♦ Partnered with team to conceptualize and execute Wal-Mart's rebranding—a colossal, deadline-driven project involving the crafting of the entire in-store TV network marketing campaign. Maintained firm commitment to brand consistency across multiple media. **Concept to complete production in just 3 weeks.**
- ♦ Developed in-store alignment between Wal-Mart brand and Dreamworks, Cheetos, Hanes, and Oscar Mayer and launched Albertsons in-store "Your Channel" network.
- ♦ Created holiday campaigns for Wal-Mart, involving top-notch celebrities such as Queen Latifah, Garth Brooks, and Martina McBride.
- ♦ Produced annual in-store sales reels for Costco, Sam's Club, Wal-Mart, and Albertsons.

AWARDS & NOMINATIONS

Outstanding Achievement –
1 nomination, 1 win
(Launch Wal-Mart TV Network)

- ◇ Partnered with graphics team and creative director to land a **\$1M** creative branding deal with CNN and pitched a branding initiative to Wal-Mart, resulting in a **\$3M** deal.

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ABC FAMILY / DISNEY (formerly Fox Family) ◇ Burbank, CA *Contemporary and family-oriented programming* 2000–2004

Senior Writer & Producer, Advertising & Promotions

Held senior position out of 20 talented writers and editors. Produced and promoted series, theatrical releases, image campaigns, and ABC Family Original movies. Re-aired and rebranded on-air programming launches and print ad campaigns. Praised for ability to approach promotion and marketing from various angles to engage a range of viewer demographics within the family audience..

NOMINATIONS

- ◇ Image nomination–*Wonder Years* Campaign
- ◇ Promax nomination –*Step by Step*

- ◇ Promoted ABC Family Original movie, *Searching for David's Heart*, scoring **highest teen-demo rating**, 2004.
- ◇ Interviewed high-profile celebrity talent in behind-the-scenes shoots, then wrote and produced interstitial spots.
- ◇ Played instrumental role in rebranding roll-out of Fox Family into ABC Family after Disney purchase.
- ◇ Created ABC Family's upfront sales tape (2002/2003 season).

FREELANCE WRITER & PRODUCER ◇ Burbank, CA 2000

Highlights of freelance client portfolio include the Travel Channel network, Stun Creative, Fox Family, and NBC Network (Fall-affiliate sales tape 2001/2002).

NBC UNIVERSAL–NBC ON-AIR PROMOTIONS ◇ Burbank, CA ◇ *Leading media and entertainment network* 1996–2000

Associate Producer, Advertising & Promotions (1998–2000)

Weekend Video/Audio Room Producer, Advertising & Promotions (1997–2000)

Production Coordinator, Advertising & Promotions (1996–1998)

Fast-track advancement to projects of increasing responsibility, ultimately providing strategic support as the only associate producer to work with two departments – Comedies & Movies and Mini-Series. Pulled elements, pitched creative to producers and managed production schedule of movies and shows for promotion.

AWARDS

4 NBC Ovation (1 for the 50th annual Emmy Awards)

- ◇ Selected as Associate Segment Producer for the *50th Daytime Emmy Awards*. Tasked with conducting research, pulling footage, and helping procure creative elements for the show. Earned an NBC Ovation Award ("Above-and-Beyond Award").
- ◇ Wrote and produced radio spots for *3rd Rock from the Sun*, *Dateline*, *Law and Order* and theatrical movies and on-air spots for *Friends*, *Will and Grace*, *Just Shoot Me*, and *Days of Our Lives*.
- ◇ Created sales-launch tape for daytime drama *Passions*.
- ◇ Acted as Associate Producer for upfront presentations on NBC movies and mini-series projects.

EDUCATION

UNIVERSITY OF CALIFORNIA–IRVINE ◇ Irvine, CA

- ◇ Bachelor of Arts in English (minor in Criminal Justice)
- ◇ Graduate Certificate in Paralegal Studies (honors) – *Accepted to Chapman Law School*

PROFESSIONAL AFFILIATIONS

Member of the National Academy of Television Arts and Science (NATAS)