

Shannon Troya

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 shannontroya.com

 @Shannontroya

SKILLS:

- Time Management
- Resourceful
- Flexible
- Strategic Thinking
- Leadership
- Communication

LANGUAGES

- Spanish (Fluent)

OFFICE PROGRAMS

- Microsoft Suite
- Google Workspace
- Dropbox and Slack
- Airtable
- Slack
- Amazon s3
- Aspera
- Jira
- Frame.io

EDITING SOFTWARES

- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Lightroom
- Pro Tools
- AVID

EDUCATION:

PACE UNIVERSITY

Lubin School of Business

MS in Entertainment & Media Management
Dec 2021

THE NEW SCHOOL

Eugene Lang College of Liberal Arts

BA in Culture and Media
May 2020

INTERNSHIPS:

THE TONIGHT SHOW STARRING JIMMY FALLON

Production & Talent Intern | Sept 2021 - Dec 2021

NBC

Cable Entertainment Production Intern |
June 2021 - Aug 2021

MARVEL ENTERTAINMENT

Video Production & Talent Intern | Jan 2020 - April 2020

PRODUCERS GUILD OF AMERICA

Digital Media Intern | Sept 2019 - Dec 2019

EXPERIENCE:

BETCHES MEDIA

Talent Booker, Editorial & Commercial | January 2025 - Present

- Led a key role in the revitalization and launch of new and existing talent-driven editorial series, elevating programming by securing high-profile, A-list Hollywood guests across video, podcast and social platforms
- Supported negotiations and bookings for the biggest editorial tentpole of the year
- Supported end-to-end A-list talent booking for the largest commercial campaign in company history, coordinating negotiations, on-set logistics, and post-production under tight deadlines to deliver a high-profile, on-time activation that strengthened talent relationships and elevated brand visibility

VAYNERMEDIA & GALLERY MEDIA GROUP

Producer & Production Manager | August 2022 - September 2024

- Executed sponsored content programs, including creating production decks for clients, developed and executing shotlists that reflected agreed-upon creative, and worked with internal and external teams to deliver on client goals on deadline
- Approved and submitted expense reports, credit card reconciliations, and invoices
- Served as production logistics lead for all video shoots, directed talent on-set, and managed physical production of both sponsored and social/editorial content

GROUP THRPY

Production Coordinator | July 2022 (Freelance)

- Oversaw budgets, booked vendors, crew, catering, travel stay and facilitated shoot logistics
- Created callsheets, shoot schedule and supervised Production Assistants tasks on set

SAMSUNG & CHEIL WORLDWIDE

Influencer Marketing Researcher & Talent Booker | February 2022 - June 2022 (Freelance)

- Collaborated with client on vision and execution of final product
- Researched, pitched and booked influencers approved by management
- Reached 3.2 Million TikTok views on launch day and had a 20.9% engagement rate

SAMSUNG & CHEIL WORLDWIDE

Post Production Coordinator | February 2022 - March 2022 (Freelance)

- Worked with post team and clients on final delivery of videos against tight deadlines and requirements
- Supervised all brand integrated videos uploaded on social platforms

HBO MAX

International Operations Coordinator | January 2022 - June 2022

- Worked collaboratively with licensees, networks and studios to manage all marketing assets of original programming for distribution
- Operated as a liaison for multiple teams including PR, Brand Marketing and Original Programming, in order to manage campaign workstream
- Quality controlled all marketing assets on the HBO Max platform which include A/V, key art, and production stills

KOTA THE FRIEND X THOUGHT CATALOG SERIES

Line Producer | December 2021 (Freelance)

- Oversaw the booking of crew, vendors and and kept production on track, on time and within budget
- Handled sensitive paper work on set, including talent release forms

AMC NETWORKS

Media Operations Coordinator | May 2020 - June 2021

- Monitored and conducted QC's on various affiliate's platforms for accuracy of weekly scheduled titles viewed by over 1 million subscribers
- Created metadata and licensing of all projects and upcoming releases
- Handled Ad Hoc projects with changing deadlines and priorities

NETFLIX FEATURE FILM " PASSING"

Production Accountant & Payroll Clerk | Nov 2019 - Dec 2019

- Collaborated with head of payroll tracking PC, invoices and expense reports
- Organized and ensured W-2 and managed distribution of paychecks and handled any payment issues

HULU FEATURE FILM " CENTIGRADE"

Producer's Assistant | June 2019 - Aug 2019

- Assisted Producer with completion of production and handled final delivery
- Tracked invoices and expense reports for Producer and Director