

# Shannon Troya

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## EXPERIENCE:

### **BETCHES MEDIA**

#### **Talent Booker, Editorial & Commercial | January 2025 - April 2026**

- Collaborated with the Studios team to innovate new editorial formats, including the "Picture Day" long-form series, specifically designed to attract and accommodate A-list talent.
- Leveraged strategic studio and agency relationships to secure talent including Emily Blunt and Stanley Tucci for "Picture Day"; the resulting social post achieved viral success with 7M+ views, 285K likes, and 88K+ shares and counting.
- Spearheaded outreach and talent booking for red carpet coverage, successfully expanding Betches' IP and brand visibility at major industry events and high-profile premieres.
- Managed comprehensive A-list bookings across video, podcast, and social platforms, securing high-profile guests such as Miley Cyrus, Colman Domingo, Daniel Radcliffe, and the Jonas Brothers.
- Spearheaded talent strategy for the largest commercial campaign in company history (\$4M Uber Eats campaign, developing pitch decks, supporting A-list negotiations, and managing on-set logistics under tight deadlines; navigated complex post-production timelines after hours to deliver all assets on time, strengthening the company's reputation for executing high-stakes, large-scale campaigns.
- Drove pre-sale influencer talent strategy for RFPS, creating pitches and coordinating with Sales team to align with client goals; managed freelancer oversight including budgets and deliverables in post, ensuring all work met client expectations and company standards.
- Facilitated talent bookings and logistics for two consecutive high-profile Dunkin campaigns, including Brandy & Monica for the "Cereal n' Milk Latte" fast-turnaround activation (delivering 1.44M+ views in 24 hours, 2x forecasted sales, and results the CMO called "unbelievable") and Lindsay Lohan for a follow-up campaign; managed end-to-end contract finalization, negotiations, and PR asset coordination while proactively resolving challenges to meet tight deadlines
- Supported first NFL partnership opportunity, securing top NFL athletes for Media Row content; executed same-day talent replacements when talent fell through, ensuring flawless shoot execution and demonstrating ability to manage high-pressure, real-time coordination.

### **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 - August 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

#### **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 (Contract)**

- 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

### **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
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## 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

## EDUCATION:

### **PACE UNIVERSITY**

Lubin School of Business

MS in Entertainment & Media Management

### **THE NEW SCHOOL**

Eugene Lang College of Liberal Arts

BA in Culture and Media