

KATHARINE MEROLA

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Winter Park, FL

(561) 628-0570

PROFESSIONAL EXPERIENCE IN MEDIA & ENTERTAINMENT

Freelance Production (Florida) 2006-2014

- Editor for awards videos at the 2014 NACHA Conference (O'Keefe Communications)
- Testimonial Manager – recruiting and managing testimonial talent for national infomercials (VIP Opinions)
- Editor for 50+ Norwegian Cruise Lines port excursion videos (Eyesview Media/Emotional Ideas)
- Production Coordinator for Procter & Gamble spot with Olympian Veronica Campbell-Brown (Gaffney Films)
- Production Manager for Scholastic Book Fair DVDs (SVI Media Group)
- Production Coordinator for Home Shopping Network's 2011 Holiday Special (SVI Media Group)
- Production Manager for TruTV's Hulk Hogan's Micro Championship Wrestling pickups (Fresh Horses)
- Production Coordinator for Disney Vacation Club DVD (Random Motion Pictures)

GoConvergence (Orlando, FL) 2008-2014

- On-Camera Testimonial Talent Recruiter/Manager for national direct response campaigns
- Project Manager – responsible for overseeing budgets, locations, talent, crew, equipment
- Clients include Disney, 3M, EuroPro, Oreck, Cleveland Golf, bodybuilding.com, Thane International
- Field Producer / Story Editor for the first season of The Golf Channel reality series School of Golf

JayTV (Orlando, FL) 2011-2012

- Local Production Manager – HGTV's My Yard Goes Disney (seasons 1 and 2)
- Responsible for all Orlando-area coordination – locations, releases, crew, equipment, talent liaison

Pink Sneakers Productions (Apopka, FL / Miami Beach, FL) 2006-2008

- Casting Assistant/Field PA/Add'l Camera/Rough Editor for VH1's My Big Redneck Wedding (season 1)
- Field PA for VH1's Hogan Knows Best (seasons 3 and 4) – releases, location scouts, extras casting
- Story Producer for several test tapes & Office PA / Field PA for several pilots

Freelance Media & Writing (Florida)

- Recruiter and Event Coordinator for numerous marketing focus groups – Sertain Research (2011-2013)
- Freelancer for Skyword.com – blogs and how-to articles for Daily Glow and Bounty (2011)
- Writer/Editor for the UF College of Journalism and Communications alumni magazine (2006)
- Published several articles – The Gainesville Record and The Independent Florida Alligator (2005-2006)

EDUCATION

University of Florida (Gainesville, FL) May 2006

- B.S. in Journalism, minor in English (GPA: 3.91) – Graduated with highest honors, Summa Cum Laude

Suncoast Community High School (Riviera Beach, FL) May 2002

- Earned an International Baccalaureate (IB) diploma

OTHER ACTIVITIES

- Producer/Writer as Owner of Eyesview Media
- Recruiting Manager as Owner of VIP Opinions
- Golfer of 20+ years