

## **Producer, Writer, & Director**

▼ Queens, NY	
□ www.tracvsoren.c	om

# **WORK EXPERIENCE**

### Writer, Producer, & Director - Freelance

05/18-Present

- Producer for season three (sixteen episodes) and Post Producer for season two (fourteen episodes) of Paramount/LOGO's
  digital interview series, Spill with Johnny Sibilly
- Director, Executive Producer, and Editor for season three (six episodes) of comedy documentary podcast Beyond With Mike Kelton (named "Best Binge" by Vulture) launched in October 2023
- Produced and wrote segments for In Pursuit with John Walsh: Hot On The Trail (Investigation Discovery) with Spacestation
- Edited scripts for Fatal Attraction: Last Words (TV One) with Spacestation
- Directed comedy music video, Surprise, It's Your Period, featured on Funny or Die
- Assistant Director on commercials, sizzle reels, shorts, and internal communications for clients including HelloFresh, Marvel, UPS, IBM, Pig Apple Productions, and Horse Divorce Productions
- Digital Writer and Editor for RachaelRayShow.com with a byline on over 100 articles
- Authored numerous articles for sites including PureWow, Reductress, and Fiverr

# **Executive Producer - Forever Dog Podcast Network Senior Producer & Head of NY Operations**

06/19 -8/22

- Lead producer on over twenty comedy and culture podcasts including Las Culturistas, Just Between Us, Black Men Can't Jump with stars and writers from SNL, Big Mouth, Hacks, The View, Love Island, The Circle, and more
- Directed, produced, and co-wrote season two of supernatural comedy docu-podcast Beyond With Mike Kelton
- Executive produced Bangin' with Chloe Veitch, a UK based video/audio sex and dating podcast, oversaw two UK producers, UK talent, booking abroad, and communicating with the London based studio, Outset
- Managed multiple producers, engineers, and editors, leading weekly check-ins, monitoring episode and ad quality, reporting show growth, and training on tech and network initiatives
- Sole producer for 130 episodes of Midnight Snack with Michelle Collins; booked guests, managed talent, and engineered remote recordings, and edited twice weekly episodes on a tight turnaround
- Scripted and edited ads for brands including BetterHelp, Brooklinen, Care/of, StitchFix, Ritual, and Daily Harvest
- · Led the revamp of the ad sales process from episode buys to a weekly impression based model
- Co-led the RSS feed transition of over 60 podcasts from Art19 to Megaphone, identifying new distribution processes, leading network wide training, troubleshooting any transfer issues

#### Showrunner & Producer - Airtime

01/18-05/18

- Lead on the creative team that developed a new format of mobile video group chat programming the Airtime Now network ran over 30 live mobile video shows a week during the height of HQ era
- Wrote topical comedy scripts for rotating cast of panelists, directed live via in studio and remote recordings, adapted content according to viewership engagement as Showrunner and Producer of the original live series Hooking Up
- Sourced video assets, pitched and scripted bits, managed talent as Associate Producer of Pop Off and Made In Japan

## Content Creator - soren & jolles

02/12-01/18

- Half of content creating duo that wrote, produced, directed, and edited over 185 digital comedy and sketch videos totaling millions of views for both brands and personal pages
- Full production services for three months of six 60-second weekly episodes called Good News/Bad News for WhoHaha
- Full production services for six branded videos for THINX and five branded videos for THINX sister company, ICON
- Created, directed, and co-wrote the web series Kindergarten Teacher Explains for Above Average
- Created and co-wrote the web series Stuff for Women for UCB Comedy
- Wrote and hosted The Bachelor weekly Facebook Live watch for Refinery29's "The Mention"

### Coordinator of Alumni Relations & University Advancement - SUNY System

11/11-01/16

- Under the office of the Chancellor Nancy Zimpher, supported the Advancement and Alumni Relations departments for each of the 64 State University of New York campuses as well as other university wide working groups
- Worked with the Chancellor to expand system fundraising and formulate a plan for a \$5 billion system-wide campaign

SKILLS

Development, Scripting, Online Publishing, Booking, Scheduling, Pitching, Talent Management, Casting, Remote Production, Adobe Creative Suite, Google Suite, Riverside.fm, Zoom, Descript

**EDUCATION** 

SUNY New Paltz

B.A. in Journalism

Upright Citizens Brigade

Advanced Study Sketch & Improv