

JENNIFER WOLFE

MEDIA STRATEGIST & TECHNOLOGY STORYTELLER

Los Angeles-based content producer and media strategist with 15+ years of experience in Media & Entertainment. Broad-scope knowledge of M&E business and technologies, including visual storytelling, creative post production, and digital content creation and delivery. Highly skilled at translating technical workflows into narratives that showcase product features and capabilities. Fluent across digital publishing platforms, including development and back-end management.

CONTACT

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EXPERIENCE

INDEPENDENT PRACTITIONER

JAN 2011 – PRESENT

MEDIA STRATEGY & TECHNOLOGY STORYTELLING

Strategize and deliver technology-centric storytelling to help technology developers, creative shops, production studios, and industry organizations increase visibility, build community, and achieve their business goals.

- **Content Partner, NAB Amplify:** Key member of the core team for the launch of a digital media platform for the National Association of Broadcasters. Developed and delivered written articles, interviews, video Q&As and other content showcasing emerging technologies and industry trends.
- **Cross-Platform Content Production:** Develop and produce content strategies across web, social media and video optimized for maximum engagement and SEO.
- **Event Production:** Program and moderate webinars, panels, Q&As, and live sessions featuring M&E thought leaders at industry conferences and events.
- **Analytics & Performance Tracking:** Leverage analytics to monitor content performance, refining strategies to meet or exceed business goals.

FREELANCE JOURNALIST

Publications include *American Cinematographer*, *Animation Magazine*, *Creative Planet Network*, *Digital Video Magazine*, *IndieWire*, and *Variety*. Contributed to *Variety's* coverage of animated short film and feature contenders for the 92nd Oscars.

EDITOR-IN-CHIEF

Appointed Editor-In-Chief in September 2017 to oversee editorial operations for B2B industry media outlet, including recruitment and management of staff, freelance writers, graphic designers, and social media support.

- Delivered ongoing industry coverage of films, television, games, and more with timely, engaging and compelling written articles, interviews and breaking news for an audience of around 800,000 unique monthly visitors.
- Developed and managed daily industry newsletter for 100,000+ subscribers.
- Represented AWN at film festivals, trade shows and conferences, including regular speaking engagements at industry events.

DIRECTOR, NEWS & CONTENT

Promoted from Senior News Editor role in July 2015 to maximize operating budget for increased industry presence. Oversaw redesign of 20-year legacy media website. Spearheaded AWN's first-ever print edition distributed to attendees at the 2017 Annecy International Animation Film Festival.

SENIOR NEWS EDITOR | NEWS EDITOR

Promoted from News Editor role in January 2013 to oversee daily news operations, including coverage of awards shows, film premieres, press junkets and other industry events. Responsible for curating, writing and publishing 5-10 industry news articles daily.

ANIMATION WORLD NETWORK

JAN 2012 – MAY 2019

ASCENT MEDIA GROUP
JAN 2010 – DEC 2010

PUBLIC RELATIONS & MARKETING MANAGER

Provided media relations and outreach for Ascent Media Group’s Creative Services brands during the company’s acquisition by Deluxe Entertainment in 2010.

- Developed and executed strategic PR and marketing campaigns for AMG creative brands through the company’s transition to new ownership. Communicated company news on a consistent basis; maintained relationships with key journalists, editors and other influencers to keep AMG brands and their initiatives top-of-mind.

RAZ PUBLIC RELATIONS
NOV 2006 – OCT 2009

ACCOUNT EXECUTIVE

Developed and executed strategic PR programs for technology developers and creative shops in post production, advertising, broadcast design and visual effects.

- Pitched and produced media placement for product launches, company acquisitions and other client initiatives. Liaised with studios, networks and other third parties to pursue client PR opportunities.
- Wrote and edited press releases, case studies and bylined articles related to client technologies; developed marketing copy, presentations, talking points and brief notes.
- Identified and secured speaking engagements for stakeholders at industry events. Trade show preparation, staffing and support, including management of press conferences and other external events at international industry conferences.

LINDA DOZORETZ
COMMUNICATIONS
JAN 2003 – NOV 2005

ACCOUNT EXECUTIVE

Account management and crisis communications for public relations agency serving high-profile corporate, sports and entertainment clients.

- Served as Associate Editor for the Doris Day Animal League quarterly membership publication *The Animal Guardian* with a circulation of 400,000.

AMERICAN FILM
INSTITUTE
SEP 1997 – JAN 2003

EXECUTIVE ADMINISTRATOR/LIAISON, AFI BOARD OF TRUSTEES

Responsible for oversight of the office of AFI’s Director & CEO and maintaining relations with the AFI Board of Trustees. Worked in a key capacity with all departments including Communications, Development, Events, Marketing, the AFI Fest and the Conservatory.

- Managed special projects such as coordination of materials for televised award shows and other key events; participated in event production for AFI’s Life Achievement Awards and annual AFI Awards Gala.

EDUCATION MASTER OF FINE ARTS (MFA) Creative Writing Bowling Green State University Bowling Green, OH BACHELOR OF ARTS (BA) English California State University, Northridge Northridge, CA	EXPERTISE ANIMATION/VISUAL EFFECTS FILM/TV PRODUCTION & POST PRODUCTION COMPUTER GRAPHICS REAL-TIME WORKFLOWS/ VIRTUAL PRODUCTION/ICFX AR/MR/VR/XR	SKILLS WRITING/EDITING ● ● ● ● ● ● ● ● PROJECT MANAGEMENT ● ● ● ● ● ● ● ○ VIDEO PRODUCTION ● ● ● ● ● ● ○ ○ PUBLIC SPEAKING ● ● ● ● ● ○ ○ ○
INDUSTRY MEMBERSHIPS ASIFA-HOLLYWOOD (ASSOCIATION INTERNATIONALE DU FILM D'ANIMATION) HOLLYWOOD PROFESSIONAL ASSOCIATION WOMEN IN ANIMATION		TECHNOLOGY GENERATIVE AI/LLM TOOLSETS DRUPAL/WORDPRESS/HTML/CSS GOOGLE ANALYTICS ADOBE CC/MICROSOFT SUITE