

JENNIFER WOLFE

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CONTENT STRATEGY | TECHNOLOGY STORYTELLING

Los Angeles-based content producer and strategist with 15+ years of experience in Media & Entertainment business and technologies. 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.

SKILLS

ANALYTICS & PERFORMANCE TRACKING
CONTENT CREATION & DISTRIBUTION
EVENT PRODUCTION
MEDIA RELATIONS & OUTREACH
STRATEGIC COMMUNICATIONS
WRITING/EDITING

SUBJECT MATTER EXPERTISE

ANIMATION/VISUAL EFFECTS
ARTIFICIAL INTELLIGENCE
AR/MR/VR/XR
CREATOR ECONOMY
MEDIA & ENTERTAINMENT
VIRTUAL PRODUCTION/REAL-TIME WORKFLOWS

EXPERIENCE

NAB AMPLIFY
OCT 2020 – AUG 2024

SENIOR CONTENT MANAGER

Key member of the core team for the launch and management of the digital media platform for the National Association of Broadcasters.

- Developed and delivered 200+ written articles, interviews, video Q&As and other content showcasing emerging technologies and industry trends.
- Managed the full content lifecycle, including strategy, creation, and optimization, driving engagement and aligning with NAB's business objectives.
- Developed and executed multi-platform content strategies, including editorial calendars and content marketing roadmaps, to drive brand awareness and engagement.
- Optimized CMS workflows and leveraged data analytics to boost content efficiency and performance.

ANIMATION WORLD NETWORK
JAN 2012 – MAY 2019

EDITOR-IN-CHIEF (2017–2019), DIRECTOR OF NEWS & CONTENT (2015–2017), SENIOR NEWS EDITOR (2013–2015), NEWS EDITOR (2012–2013)

Directed editorial operations for leading B2B industry outlet, managing content strategy, recruitment, and daily news production for a global audience of 800,000+ monthly visitors.

- Managed editorial strategy, developed multi-platform content, and launched initiatives to enhance audience engagement and visibility.
- Produced daily newsletters for 100,000+ subscribers, delivering compelling, targeted content aligned with strategic objectives.
- Spearheaded a full site redesign and launched AWN's first print edition, debuting at the Annecy International Animation Film Festival.
- Represented AWN at global trade shows and conferences, driving brand recognition via panels, presentations, and speaking engagements.

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.

- Produced press releases, case studies, and marketing collateral to effectively communicate brand messaging through the company's transition to new ownership.
- Managed media relations and outreach, building and maintaining relationships with key media outlets, trade publications, and industry journalists.
- Collaborated with cross-functional internal teams and external stakeholders to align communication strategies with business objectives.

RAZ PUBLIC RELATIONS
NOV 2006 – OCT 2009

SENIOR ACCOUNT EXECUTIVE

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

- 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 print 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.

PUBLICATIONS

Contributed articles to leading industry trade outlets including *American Cinematographer*, *Creative Planet Network*, *Digital Video magazine*, *IndieWire*, and *Variety*.

**CONFERENCES/
EVENTS**

Led interviews and moderated panels with industry leaders covering trends and technologies shaping Media & Entertainment:

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| ANNECY INT’L ANIMATION FESTIVAL/MIFA | NAB SHOW |
| ASIFA-HOLLYWOOD | OTTAWA INT’L ANIMATION FESTIVAL/TAC |
| CREATIVE TALENT NETWORK EXPO | PICTOPLASMA |
| INFINITY FESTIVAL HOLLYWOOD | SPARK ANIMATION FESTIVAL |
| LIGHTBOX EXPO | WORLD ANIMATION & VFX SUMMIT |

TECHNOLOGY

ANALYTICS TOOLS: ADOBE ANALYTICS, GOOGLE ANALYTICS

COLLABORATION PLATFORMS: ATLISSIAN TOOLS (CONFLUENCE, JIRA & TRELLO), MICROSOFT TEAMS, SLACK

CONTENT MANAGEMENT SYSTEMS: DRUPAL, HUBSPOT, WORDPRESS

DIGITAL PUBLISHING & DESIGN: ADOBE CREATIVE SUITE (ILLUSTRATOR, INDESIGN, PHOTOSHOP), CSS/HTML

PRODUCTIVITY SUITES: GOOGLE WORKSPACE, MICROSOFT OFFICE

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

INDUSTRY MEMBERSHIPS

ASIFA-HOLLYWOOD (ASSOCIATION
INTERNATIONALE DU FILM D’ANIMATION)
HPA (HOLLYWOOD PROFESSIONAL ASSOCIATION)
WIA (WOMEN IN ANIMATION)