



# JOE PIRO

*Producer & Content Creator*

## CONTACT

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🏠 New York, NY

## EDUCATION

**BOSTON UNIVERSITY**  
**College of Communication**  
B.S., Film & Television

**BOSTON UNIVERSITY**  
London Internship Program

## SKILLS

Adobe Photoshop  
Adobe Premiere  
Adobe Illustrator  
Adobe Acrobat  
Adobe After Effects  
Final Cut Pro  
Microsoft Office Suite  
Photography  
Social Media  
Videography

## EXPERIENCE

### **N** **CONTENT PRODUCER**

*MullenLowe | Aug 2021 - Present*

- Manage the production / post production workflow for MullenLowe's internal team of videographers, editors, and animators
- Collaborate and maintain communication with creative and account teams to execute final deliverables
- Create production bids, estimates, schedules, and deliverables grid for each project
- Line produce for on-location and in-studio shoots
- Manage relationships with external partners, including freelance talent and hired vendors

### **B** **MEDIA & PRODUCTION SPECIALIST**

*Feeney Brothers Utility Services | Aug 2020 - Aug 2021*

- Produced and edited digital media assets for training, safety, and marketing departments
- Managed and maintained training video platform used by over 500 members of the company
- Maintained organized photo and video asset library
- Coordinated with third-party vendors to execute media initiatives

### **B** **PRODUCER**

*Matter Communications | Oct 2019 - May 2020*

- Conceptualized, produced, and edited digital media assets in-studio and on-site for an extensive roster of clients as well as for Matter's own internal marketing efforts
- Managed deliverables, deadlines, scheduling, and travel for client projects
- Crafted storyboards and shot lists for planned productions
- Won Silver Telly Award for branded content produced for Matter's client, Hitachi
- Produced 50+ episodes of Microwave Journal's *Frequency Matters* web series and podcast
- Ensured all deadlines and content quality standards were met or exceeded
- Raised money annually for The Trevor Project via Matter's diversity and inclusion initiative

### **PRODUCTION ASSISTANT**

*Matter Communications | Oct 2017 - Sept 2019*

### **INTERN**

*Matter Communications | July 2017 - Sept 2017*

### **L** **PRODUCTION INTERN**

*Transparent Television | Feb 2016 - May 2016*

- Conducted pre-interviews for documentary *Granny Ink* and series *Celebrity Botched Up Bodies*
- Assisted with audio and visual setup, talent interviews, and equipment management
- Researched latest news and trends for productions in development
- Pitched productions for development in roundtable meetings

### **N** **NEWS PRODUCTION INTERN**

*WNYW Fox 5 News | May 2014 - Aug 2014*

- Assisted in studio with production of morning show *Good Day New York*
- Acted as a liaison between talent and producers to ensure efficient programming
- Researched and pitched stories and segments for morning show and 5pm news broadcast