



CONTACT

- 609-440-0438
- lauren.tancredi@gmail.com
- www.laurentancredi.tv

SKILLS

PROFESSIONAL

- Producing
- Directing
- Videography
- Video Editing
- Digital Media Management
- Motion Graphics
- Photography
- Audio Sweetening
- Color Grading

SOFTWARE

- Adobe Creative Suite
- Avid Suite
- After Effects
- Mocha
- Microsoft Office Suite

PERSONAL

- Creativity
- Communication
- Leader/Mentor
- Project Management
- Strong Work Ethic
- Problem Solver

LAUREN TANCREDI

SENIOR CONTENT CREATOR MEDIA DIRECTOR

PROFILE

Emmy winning senior director, producer, videographer and editor with extensive experience in high-end production, videography, and post-production. Demonstrated expertise in a wide range of specialized skills and techniques to create content for various platforms and audiences, including television, social, print, and broadcast. Adept at managing large-scale production projects from inception to execution within delivery timetables and budgets, while balancing competing priorities. Proven ability to partner with cross-functional teams to analyze procedures, and implement process improvements, including workflows, that optimize costs, maintain quality, and achieve organizational goals.

WORK EXPERIENCE

ABC News/The Walt Disney Company

2015-PRESENT

Video Editor / Producer

Create and produce high quality content for ABC News.

- Collaborate with multiple producers on a wide variety of stories and topics to efficiently deliver final videos while meeting tight broadcast deadlines for an average of 2.6 million viewers a day.
- Develop and implement creative digital media strategies that incorporated best practices in journalism to increase audience engagement.
- Implement storytelling strategies, boosting narrative impact and increasing engagement by 25% with works such as Young Protesters.
- Produce, write and edit over 200 segments and stories per year for Good Morning America and World News Tonight for broadcast and mobile platforms.

Philadelphia Flyers/Comcast Spectacor

2015-2025

Senior Producer / Senior Video Editor

Produced, edited and managed shoots and crews for various marketing campaigns, corporate sales initiatives, and live events for the Philadelphia Flyers, Philadelphia Wings, and Comcast Spectacor.

- Produced and directed the Emmy-winning docu-series New Heights attracting new fans and boosting engagement.
- Directed and produced multiple brand campaigns. Managed vendors. Created brand guidelines, graphic and motion graphic templates streamlining efficiency and consistency across all outlets to deliver a clear message to audiences and fans.
- Developed and created a paid social media campaign that generated \$200,000 in ticket revenue and 5,000,000 impressions. Best performing campaign in 7 years in terms of revenue and ROI.
- Spearheaded the launch of a SaaS (software as a service) media management system, boosting efficiency by 30% for 500,000+ assets and ensuring scalability with AI tools. Collaborated with IT stakeholders to meet compliance standards and data protection.
- Oversaw company's internship post-production program with 30+ interns, cultivating a talent pipeline and enhancing the company's talent acquisitions.
- Created and developed content for live events, leveraging expertise in event coverage and control room operations for swift content turnaround for live, broadcast, and social audiences.



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ACHIEVEMENTS

Year: 2009
2009 PROMAXBDA WORLD GOLD AWARD NETWORK, PLATFORM BRANDING
Video Editor, NBC Sports Network

Year: 2009
PROMAXBDA WORLD GOLD AWARD - CONTENT PROMOTION
Video Editor, NBC Sports Network

Year: 2015
EDWARD R. MURROW AWARDS FOR OVERALL EXCELLENCE IN TELEVISION AND OVERALL EXCELLENCE IN RADIO
Video Editor/Producer, ABC News

Year: 2016
EDWARD R. MURROW AWARDS FOR OVERALL EXCELLENCE IN TELEVISION AND OVERALL EXCELLENCE IN RADIO
Video Editor/Producer, ABC News

Year: 2017
EMMY OUTSTANDING MORNING SHOW
Video Editor, Good Morning America

Year: 2021
MID ATLANTIC REGIONAL EMMY
Producer, New Heights: The Constant Motivator

Year: 2022
MID ATLANTIC REGIONAL EMMY
Lead Producer, New Heights: Standing In Sight

Year: 2023
MID ATLANTIC REGIONAL EMMY
Producer, New Heights: Warriors

WORK EXPERIENCE

Comcast Corporation

2013-2015

Senior Video Editor / Producer Corporate Communications

Produced, directed, and edited creative video content for internal and external corporate multimedia services. Managed in-house studio production team for Comcast Corporation.

- Produced creative content for executive leadership, including the CEO, as well as internal teams and external audiences via Comcast's corporate website and social channels.
- Directed high-impact storytelling content to meet business objectives, driving revenue growth and improved efficiency, resulting in improved customer satisfaction and retention.
- Utilized knowledge of industry trends to develop innovative video editing and resource management solutions, to preserve over 50 years of company assets, while also streamlining workflow and exceeding quality standards.

NFL Films

2012-2014

Freelance Video Editor / Digital Content Producer

Edited and delivered packages and game highlights for the digital and mobile production team, handling multiple projects under tight deadlines.

- Created post-game highlight packages and curated sound bites for immediate distribution to millions of subscribers and viewers for various social media channels, ensuring timely and engaging coverage.
- Produced and edited real-time highlights across simultaneous NFL games, delivering dynamic content to mobile and web subscribers with speed and accuracy.

CBS Sports

2005-2014

Video Editor / Media Manager

Digitized, organized, and managed all media assets for CBS Sports.

- Trained new hires on department policies and procedures during orientation, which resulted in increasing system and processes knowledge and decreasing new hire work errors.
- Led the transition of physical media to digital assets into a large scale media asset management system, utilizing SQL to manage and analyze video metadata ensuring accuracy and efficiency.
- Created and oversaw the delivery of content on site for live broadcasts and studio programs such as The NFL Today, Road to the Final Four, US Open and the Tour De France.

Radiate Media

2012-2013

Video Editor / Producer

Partnered with the sales team to deliver high-impact television spots and graphics for national and local clients, optimized production efficiency through scheduling improvements, and implemented a media asset management system that enhanced content organization and retrieval.

- Created unique commercial and radio solutions for local media websites in 46 states that received more than 6 million unique users, 80 million page views and 100 million ad impressions each month.
- Directed hyper-local content, traffic information, advertising and interactive marketplace solutions to media partners and businesses nationwide.
- Drove revenue growth and expanded digital media offerings through brand awareness and sales management strategies.
- Utilized data-driven insights to create content for various small business clients over a network of radio and TV partners covering 95% of the US population.



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EDUCATION

Bachelor of Arts Telecommunications
Minor Political Science
Pennsylvania State University, University Park, PA

WORK EXPERIENCE

NBC Sports Network

2009-2012

Video Editor Creative Services

Created promotions for the NBC Sports Groups Creative and Marketing Departments.

- Produced and edited broadcast commercials for NBC Sports Group. Developed creative content for the re-brand of Versus to NBC Sports Group.
- Led lifecycle creative marketing campaigns for NBC Sports cable television channel networks to elevate brand visibility and attract new customers, achieving notable revenue gains.
- Drove revenue growth and market expansion by devising and executing creative social media strategies.
- Collaborated with cross-functional teams to integrate automation solutions, driving business growth and improving customer engagement.
- Implemented a department wide standard workflow migrating media to a digital media asset management system.