



**PRIYA BALACHANDRAN**

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## **SUMMARY**

Award winning Digital Content Executive with storytelling roots grounded in TV and Radio. Seasoned experience working with original and branded multi-platform digital content and currently has a nonfiction piece commissioned as inspiration for the movie "All For Her" which is now in production with Mar Vista Films. Personal passions include cuisine, photography, traveling around the world, music, cooking, knitting, reading and Yoga/Pilates.

## **SKILLS**

- CRM and SalesForce experience
- Budget management
- Fundraiser & membership relationships
- Accounts and check management/fund management
- Proposal and pitch writing /negation skills
- Production/Directing & Leading Shoots
- Creative Concept Development
- Editorial/Script Writing
- Brand Content Strategy
- Strong Creative Vision
- Digital Video Production
- Radio/Audio Production
- Brand Development & Awareness
- Campaign Creative Development
- Social Media Channel Management & Analytics
- Social Media Copy & Video Content
- SEO Proficiency
- Management Skills
- Production Budgets
- AI
- Jira

## **NONPROFIT**

-Working on events/membership/liaison and general work for various non-profit organizations in Los Angeles County, including KCRW Events, Wags & Walks, and The Friends of Santa Monica Public Library.

--Collaborated with The League of Women Voters, Santa Monica, and was honored with the Yellow Rose Award for exceptional contributions to the community.

--Supported World Central Kitchen in providing meals to those in need and assisted with operations at Zibby's Bookstore during the LA Fires

## **FUND/DONOR MGMT**

### **KCRW**

- Membership associate
- Manage RTLs, Checks, Doner Advised fund payments
- Liaison with members of all levels
- Track membership donation and issues using CRM , Portal, Sales Force

## **DIGITAL EXPERIENCE**

### **Scripted Director – Supermission**

**Jelly Smack** -Los Angeles, California, 2024

Director, Scripted Episodic,

### **Branded Content – Deliciously Entertaining**

**Tastemade** - Los Angeles, California 2024

- First ever Pinterest streaming show with Tastemade

### **Original Content – Worth The Hype**

**Tastemade** - Los Angeles, California (

*Of all the freshmen shows launched in 2023, Worth the Hype is the #1 Tastemade Original!*

*In 3Q '23, Worth the Hype drove more than 2.4 Million Minutes of Total Watch Time across multiple platforms. The show was the #1 Tastemade Original Series based on Watch Time per Airing and performed 8% higher than the channel average.*

### **Original Content – Dinner Party People & Weekend Refresh**

**Tastemade** - Los Angeles, California (Present)

- Freelance Production project for Tastemade Network
- Producing, Directing, and delivering two 6-episode series shows.

### **Original Content – Broken Bread**

**Tastemade & KCET** - Los Angeles, California (Present)

- Freelance Production project for Live Pre-Season 2 Event with Roy Choi, Wolfgang Puck, and Alice Waters.
- Producing, Directing, and delivering a live 1-hour digital experience.

### **Original Content – Tiny Kitchen Cook Off Series**

**Tastemade** - Los Angeles, California (Present)

- Freelance Production project for original content celebrity talk and food series.
- Producing and storyboarding content

### **Original Content – A New Green Book – Episode 1 Documentary/Travel**

**Tastemade** - Los Angeles, California (Present)

- Freelance Production project for original content documentary, travel series
- Development, Production

### **Brand Content Production ( Freelance)**

**Tastemade** – Los Angeles, California (12/2020 - 06/2021)

- Freelance Production project for branded content and food series.
- Producing and storyboarding content
- Directing food and vehicle shoot
- Brand content storytelling

### **Executive Producer and Writer- Fighting For Her Family, Lifetime and Marvista Entertainment**

- Based on a piece of my personal life story
- Executive Producer

### **Past Employment:**

**Development Exec ( Freelance)**

**Invisible Narrative** – Los Angeles, California (04/2020)

- Freelance Development Exec for Ideas Lab and Think Tank for integrated branded content and short form story/video/social ideas.

**Social Media/YT Channel Optimization & Analytics Consultant**

**Viacom/VidCon** – Los Angeles, California (12/2019)

- Developed audience growth on the new VidCon Now Channel by analyzing views and performance on YouTube and Instagram, optimized new video launches by finessing metadata, created more targeted end cards and icards and enhanced engagement by utilizing community boards and social responses.
- Advised Director of Content on how to create a more cohesive production team by creating a clearly defined process and production strategy.

**Director of Digital Video Content**

**Kin Community** – Culver City, California (10/2015 - 2019)

- Creative direction and development of original and brand integrated content across YouTube, Facebook, Instagram, Twitter and Snapchat plus white label content.
- Cross functional role working with influencers, talent, integrated marketing sales, production on over 50 brand campaigns including Starbucks, P&G, Nordstrom, Nordstrom Rack and Sherwin Williams.
- Created organically integrated brand content based on data and analytics, resulting in high viewership on influencer channels. Highlights:
  - LaurDIY + Nordstrom Rack - 7 million YouTube Video views
  - Mr. Kate + Home Depot– 8 million YouTube video views
  - Hannah Hart + Twin Peaks\* – 500k YouTube video views
  - \*This campaign required negotiating with brand to allow influencer to create content authentic to her specific show “Drunk Kitchen”
- Developed original programming with TV talent to grow their audience and subscribers. Highlight:
  - Tia Mowry’s Quick Fix FB audience from 100k followers to 1.1 million in 18 months
- Created and managed budgets from small campaigns of \$50,000 to large 360° campaigns of \$2.5 million.
- Hired and managed a team of 10, including producers, editors, camera crew and line producer. Trained new employees on skills and needs. Mentored junior team members.
- Produced, scripted and directed shoots, when necessary, for small-budget campaigns

**Executive Producer**

**Yahoo** – Santa Monica, California (4/2012 - 6/2015)

- Oversaw the creative direction and production of lifestyle programming across digital platforms including Style, Beauty, Travel, Food and DIY.
- Developed and created new content for Yahoo programming by working closely with YouTube and Google Analytics to understand audience needs and enhance SEO.
- Ideated brand content ideas with sales teams and worked with budgets of \$10k to \$100k per episode.
- Managed and delivered \$2 million P&G video campaign (“Raising an Olympian”) by working with third party production and brand creatives to create 19 pieces of digital documentary content with Sochi Olympians across the world and delivered within 12 weeks. The campaign was an international brand effort covering all P&G brands produced by Yahoo.
- Managed and delivered \$1 million P&G campaign (“The Every-Day Effect”) that led to viral sensation “Old Couple Morty and Lee” (appearing on Ellen twice) and the continuation of the P&G box in commercials to this day.
- Managed a team of over 20 producers, directors, editors, crew. Reported to Editors-in-Chief of each vertical.

## **Executive Producer**

**Ipsy** - Santa Monica, California (4/2014 - 10/2014)

- Executive Producer of YouTube Makeup Influencer programming aimed at selling subscription based program for Ipsy Glam bags. Hit target of selling 1 million bags per month.
- Worked with Director of Marketing to create brand integrated content with select influencers.
- Managed and ran day to day affairs of studio, overseeing producers, editors, influencers and crew.
- Developed a production process which streamlined cross functional needs from marketing, sales to production and ensured studio to deliver cuts in a timely manner .

## **Supervising Producer**

**Cambio/AOL** – Hollywood, California (4/2011-3/2012)

## **Supervising Producer/Director/Writer**

**AOL** – Beverly Hills (2006 – 2008)

## **TELEVISION EXPERIENCE**

*Twelve years of television production experience which formed the foundation of my digital content storytelling career; highlights include producing 2,000 hours of cable and network content spanning the UK and USA, including a live 9 hour show to celebrate the new millennium.*

**1997-2009**

**Network Current Exec/Style Network** – Los Angeles, California

**Supervising Producer/MTV** – Santa Monica, California

**Supervising Producer & Writer /Style Network** – Los Angeles, California

**Development Producer/Granada America** – Los Angeles, California

**Senior Celebrity Producer/Sharon Osbourne Talk show** – Los Angeles, California

**Casting & Story Producer/FOX** – Los Angeles, California

**Field Producer/American Idol/FOX** – Los Angeles, California

**Entertainment News Producer/LA Pool Party/BBC** – Los Angeles, California

**Show Producer/The Big Breakfast/Channel 4** – UK

**Show Runner/Show Producer/Granada Sky** – UK

## **FILM EXPERIENCE**

*10 years of experience producing A list actors and film makers for Talk show guest and hosting spots as well as an active voting member of BAFTA ( volunteering) and voting for awards seasons. Below are a some of the A listers I have worked with in a production capacity.*

**Quentin Tarantino**

**Jack Black**

**Alec Baldwin**

**Sharon Osbourne**

**Ozzy Osbourne**

**Roseanna Arquette**

**David Arquette**

**Hank Azaria**

**JLO**

**P-Diddy**

**Brian McKnight**

**Stevie Wonder**

## **AUDIO EXPERIENCE**

*Two years' audio experience using storytelling techniques to create compelling radio programming for hosts on BBC stations and NPR, giving me a foundation for the podcast format.*

**Left, Right & Center Show Producer and Events Producer**

**KCRW** – Santa Monica, California (6/2008 – 9/2008)

- Worked with Matt Miller, Arianna Huffington and Robert Scheer on Left, Right & Center

**Executive Producer**

**Radio Lynx/BBC Radio** – UK (1996 – 1997)

## **EDUCATION**

University of London - England

Bachelor of Arts: English Literature, with Honors

## **ACCOMPLISHMENTS**

- Nominated for Shorty awards for Nordstrom Rack campaign/trailer
- Winner of Glossy award for Best Video Content
- YouTube Certified for Brand Content Strategy (current)

## **ACTIVITIES AND HONORS**

- Recipient of the Yellow Rose Award from the Women's league of voters
- Member of BAFTA LA (British Academy of Film TV Arts)
- Member and Newsletter Writer for Wimmies (Women In Media) - Non Profit
- Member of Pulmonary Hypertension Association - Non Profit
- Member and Volunteer at KCRW (LA's Non Profit NPR Radio)
- Published Non Fiction writer (movie deal in development)

## **WEBSITES, PORTFOLIOS, PROFILES**

- Website: <https://priyabalachandran.com>
- Linked In: <https://www.linkedin.com/in/priya-balachandran-80475a7/>
- Facebook: <https://www.facebook.com/priyainla>
- IG: <https://www.instagram.com/pbinla/>