1345 South Westgate Ave. #106
Los Angeles, CA 90025

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Jennifer Bisgrove

Experience

January 2011-Present TMZ Los Angeles, CA

Production Assistant

- Assist other Production Assistants with live streaming events
- Stock and clean kitchens throughout the day
- Cover front desk during receptionist's breaks

October 2010-December 2010 America's Next Top Model – Cycle 16 Los Angeles, CA

Production Assistant

- Supported producers and crew to ensure shooting goes smoothly
- Kept crafty consistently stocked and clean
- Quickly and efficiently completed various runs as assigned

May 2010-October 2010 Initiative Los Angeles, CA

Media Supervisor

- Presented detailed media plans to the Lionsgate Theatrical Marketing team
- Assured all facets of the media plan are in line with the overall marketing strategy of the film
- Oversaw the work of a Media Planner and Assistant Media Planner

May 2007-May 2010 Initiative Los Angeles, CA

Media Planner

- Provided direction to the buying teams to execute media plans for Lionsgate
- Evaluated sponsorship opportunities to ensure continuity with marketing plan
- Researched the media consumption habits of the target demographic

July 2006-May 2007 Starcom Worldwide Los Angeles, CA

Media Associate

- Generated and implemented media plans for Disney Cable Networks and Disney Records
- Checked and approved monthly billing for all clients
- Wrote client presentations for each media plan

December 2004-July 2006 Dailey and Associates Advertising Los Angeles, CA

Assistant Media Planner

- Executed detailed nation-wide media plans for Safeway Inc.
- Updated Primetime broadcast schedule for the client monthly
- Reported to client on performance of buys through competitive, post data, buy summaries, etc.

Education

1999-2004 University of Wisconsin-Madison Madison, WI

- B.A., Business Administration, May 2004
- B.A., Communication Arts, May 2004
- Majors: Marketing and Communication Arts concentrating in Radio, Television, and Film

Computer Skills

- Proficient in PC programs such as: AVID, Microsoft Word, Excel, PowerPoint, and Outlook
- Skilled in use of the following Mac programs: iLife, MobileMe, Final Cut Pro