

# Amy Pankenier

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## Executive Content Producer

Over 15 years of experience in results-driven content management with an extensive roster of successful projects, satisfied clients, and well-received pilots. Pioneered successful content vision and strategy in home renovation and lifestyle brands, specializing in informational and entertaining evergreen content. Spearheaded team building and brand management from initiation to execution. Action driven leadership style capable of assuming simultaneous roles throughout production process, inspiring excellence in others and efficiently overcoming obstacles. Exceptional oral and written communication skills.

### Areas of Expertise

- Content Marketing Strategy
- Project Management
- Editorial Management
- Journalism & Documentaries
- Multi-Million Dollar Budgets
- Video Production
- SEO & Google Analytics
- Avid, Adobe Premiere, & FCPX
- Interviewing
- Scheduling & Workflow
- Script Writing
- Stakeholder Relationships
- Digital Media
- Marketing & Brand Storytelling
- Team Building

## Career History

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**President** | Media Garden, Denver, Colorado 2010 to Present

*Clients: Citizen Pictures, Dorsey Entertainment, Knowledge Factor, Magnetic Films, DISH Network, High Noon Entertainment, HGTV.*

- Works with key stakeholders to create, manage and curate targeted, results driven content.
- Manages editorial team, freelance staff, external vendors, to develop a captivating customer experience through digital web, social media, streaming and OTT content creation.
- Lead creative and brand strategist with a laser focus on intent-driven organic stickiness coupled with an authentic customer experience.

### Select Projects

#### **Top Secret Swimming Holes – Travel Channel**

**Client – Citizen Pictures**

*Served as Story Producer and Writer for Travel Channel series.*

- Created digital promotional content in 2018 that garnered over 4.5M+ views.

#### **Mega Decks – HGTV & DIY**

**Client – Dorsey Entertainment**

*Acted as Showrunner and Co-Executive Producer of HGTV/DIY Network show. Assembled production team of 10 to trace the construction of eight decks valued at over \$200K each in challenging winter conditions.*

- Led *Mega Decks* to secure two more seasons and attain “Top Five” status among Scripps Networks shows.

#### **Brain Science Marketing Content**

**Client – Knowledge Factor**

*Produced a digital evergreen series of documentary videos about brain science and memory. Interviewed renowned neurobiologists at Harvard and UCLA.*

#### **Multiple TV Series**

**Client – Magnetic Films**

*Story producer for two DIY home renovation series. Produced brand extension digital content.*

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## **DISH 101 Marketing Content**

**Client – DISH Network**

*Developed scripts and directed video content for a suite of instructional videos for new customers.*

## **Last Cake Standing – Food Network**

**Client – High Noon Entertainment**

*Wrote and produced Food Network series. Created associated digital content.*

**Adjunct Instructor** | Colorado Film School, Aurora, Colorado

2018 to Present

*Train and mentor college level students during a semester-long “film boot camp” in which students construct short films and learn about the beginning stages of film production.*

**Director of Programming** | HGTV, New York, New York/Knoxville, Tennessee

2004 to 2010

*Spearheaded the creation and production of primetime content for HGTV, a top-20 network available in over 98M homes.*

- Launched and oversaw more than 12 top-rated shows, including *Design Star*, which broke ratings records among HGTV event programs.

**Executive & Series Producer** | Nancy Glass Productions, Philadelphia, Pennsylvania

2003 to 2004

*Transformed Mission Organization, a failing series on HGTV.*

- Prevented cancellation and achieved top ratings for show.

*Additional experience as **Producer & Writer** for NBC-WVIT; Tribune Broadcasting, WTIC; and Post Newsweek, WFSB, and as **News Anchor & Reporter** for Fort Myers Broadcasting, WINK, and Greater Media Cable, WGMC.*

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## **Education**

**Bachelor of Science in Television, Minor in History** | Ithaca College, Ithaca, New York

**Journalism Semester Program** | American University, Washington DC

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## **Awards**

EMMY Award, Northeast Region, for Outstanding Educational Programming

2018 Screenwriting Fellowship, Creative Lab Hawaii

Scripps Presidential Award

Governor’s Citizenship Award, State of Florida

Governor’s Special Recognition, State of Massachusetts