

*** This is a combined resume to include my writing and production credits with my administrative/corporate experience: ***

OONA CROESE

www.oonacroese.com

(213) 220-9313 cell

SUMMARY OF QUALIFICATIONS

- Feature-film Writer: two feature-length screenplays produced and distributed domestically and internationally.
- Television Writer: Series writer for "The Food Network" for nationally syndicated television shows.
- Creative Strategist/Director Media Content: Director for several brand industrial videos
- Copywriter: Marketing/Distribution materials, ad copy appearing in numerous publications.
- Producer/Director/Editor: Music video production and live event coverage.

Online:



http://www.imdb.com/name/nm0851055/?ref_=fn_al_nm_1



Channel: RandomSenseless

FEATURE FILM:

THE WATERMELON HEIST

Writer.

Produced by Colored Wind Productions, distributed by Maverick Platinum. Directed by KC Amos, starring Jon Amos and Corey Holcombe. (<http://www.imdb.com/title/tt0365913/>)

RAVE

Writer.

Produced by Twelve Corners Entertainment, distributed by WARNER BROTHERS. Debuted on "Showtime". Directed by Ron Krauss, starring Douglas Spain and Stephen Bauer. (<http://www.imdb.com/title/tt0365913/>)

TELEVISION:

THE FOOD NETWORK

Series Writer.

Produced by High Noon Entertainment. Titles include:

- "Rachael Ray's Vacation: Montreal"
- "Rachael Ray's Vacation: Maui"
- "Rachael Ray's Vacation: Sydney"
- "Rachael Ray's Vacation: Sun Valley"
- "Rachael Ray's Tasty Travels: San Antonio"
- "Rachael Ray's Tasty Travels: Las Vegas"
- "Rachael Ray's Tasty Travels: Santa Barbara"

HIGH NOON ENTERTAINMENT

Story Editor, freelance

Script doctoring/editing for multiple shows, duties include:

- Scene selection (screen raw footage, log time code – in/out points)
 - Scene transitions/effects (SFX, GRPHX, CHYRON, etc.)
 - Wrote all voice over for hosts.
 - Edited on-air comments
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INDUSTRIAL VIDEO:

- "jane iredale Brand Video for Asian Distributors"
Director/Writer
- "jane iredale Product Launch – Beyond Matte"
Director/Writer
- "jane iredale Business Consultant Awards"
Director/Editor

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- “Jane Iredale Viral Video Series – How to Get the ‘Mad Men’ Look”
Director/Writer/Featured Performer

PUBLICATIONS (AD COPY):

Have written ad copy which has appeared in numerous publications, including: *O, Vogue, Harper’s Bazaar, Allure, Self, New Beauty, American Spa Magazine, Lucky*. Complete portfolio available upon request.

THEATER:

“The Conditioned”

Writer/Artist in Residence

CALIFORNIA INSTITUTE OF THE ARTS (Cal Arts)

Produced by Susan Solt, premiered at the George and Mary Lou Boone CoffeeHouse Theater. Directed by Denise Gillman.

“Jezebels”

Writer/Artist in Residence

CALIFORNIA INSTITUTE OF THE ARTS (Cal Arts)

Produced by Susan Solt, premiered at LabSpace Theater. Directed by Andrew Tsao.

MUSIC VIDEO:

- **“Stomp”, The WIYOS**
Producer/Director
- **“Shadowlands”, Sxip Shirey and Rachelle Garnier, commissioned by MoMA, New York**
Director/Editor
- **“I Live in New York City”, Sxip Shirey**
Director/Editor
- **“Live in NYC – Joe’s Pub”, Lauren Ambrose and the Leisure Class**
Director/Editor
- **“Days With You”, Jason Webley**
Camera

RELATED EXPERIENCE:

GALAPAGOS ART SPACE, Brooklyn (DUMBO), New York

Curator – Grand Opening.

Curated/Produced “An Evening at the Grand Ole’ Galopry”, in conjunction with RandomSenseless Productions.

PARAMOUNT PICTURES

Executive Assistant to Senior Vice President of Worldwide Pay Television – Operations

- Produced/Managed all on-site department special events and media junkets.
- Coordinated all administrative aspects of the NATPE conference – National Association of Television Production Executives, Cannes, France.

CALIFORNIA INSTITUTE OF THE ARTS

Assistant to the Dean of Theater

- Assisted Dean in designing/implementing inaugural MFA Program in Writing.
- Counseled incoming prospective recruits
- Screened incoming prospective writing submissions

PLAZA DE LA RAZA – SCHOOL OF PERFORMING AND VISUAL ARTS

Graduate Teacher’s Assistant

A community arts non-profit in East Los Angeles hosting after-school arts programs for grades K-12 in both the visual and performing arts. Taught drama: including theater games, voice workshops, basic mask work, stage combat to classes of up to 20 students from grades 6-8.

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EDUCATION:

Med – Masters in Educational Leadership (2016)
Plymouth State University, Plymouth, NH
BFA - BACHELOR OF FINE ARTS, THEATER
California Institute of the Arts (Cal Arts), Valencia, CA

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SUMMARY OF QUALIFICATIONS

- Educator for the NY public school system
- Copywriting/Brand strategy: ad copy, press release, product naming/development
- Digital branding/social media: SEO, blogging
- Video production: videography, editing (Final Cut Pro), script writing, storyboarding, corporate branding
- Event planning: press junkets, charity fundraisers, corporate functions

PROFESSIONAL EXPERIENCE

NEW YORK CITY - DEPARTMENT OF EDUCATION, New York, NY **2012 – present**
Teacher, English Language Arts, film and drama

Certified under NY State Transitional B license to teach ELA, grades 7-12. Recipient of the Big Apple Award for Excellence in Teaching. Classes include:

- 9th grade – Writing About Plays/Dramatic Literature (Overview of dramatic literature and stagecraft)
- 10th grade – Mask Characterization (Acting intensive course teaching character-building, self-scripting, and ensemble improv skills)
- 11th grade – American Themes (Common themes in contemporary young adult – YA novels)
- 12th grade – Introduction to Film (Genre, technique, critique, basic screenplay)
- 12th grade – Women in Film (Common themes in film as text)

IREDALE MINERAL COSMETICS **2010-2011**
Chief Copywriter / Videographer / Creative Strategist

Chief copywriter and creative strategist for all-natural mineral-based cosmetics company with worldwide distribution, grossing \$27 MM in annual sales.

- Directed/edited all corporate videos for both consumer and internal distribution
- Wrote all ad copy for print media, in-store displays, product packaging/inserts
- Wrote all press releases for product launches, and speeches/sound bites from executive offices
- Product development/naming (item, shades, accessories)

HIGH NOON ENTERTAINMENT **2004 – 2010**
Story Editor.

Wrote full scripts for the “Rachael Ray” television franchise, including “Rachael’s Vacation” and “Rachael’s Tasty Travels.” In addition to a completed script, production duties included:

- Selected all shots for 22 minute segments from 20 + hours of raw location footage, and logged scene time code
- Selected scene transitions/effects (SFX, GRPHX, CHYRON, etc.)
- Wrote all voice over for host.
- Edited on-air comments

AUCTION DOCTORS **2000 – 2004**
Personal/Executive Assistant to President, Founder / General Office Manager. Provided personal assistant duties included managing a private art collection, two estates with staff (Encino and Las Vegas), and all private event coordination, as well as Executive Assistance with charity-wing of auction house.

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- Handled all travel arrangements for Founder and visiting clients (commercial and private jet, hotel)
- Managed daily appointment calendar.
- Managed household staff (housekeeping, driver, grounds) and outsourcing (catering, valet, linens): scheduling, payroll distribution, expense reports, conflict resolution.
- Personal shopping / gifts / correspondence
- Asset / artwork tracking, via Collectpro software for inventory / appraisal.
- Handled all aspects of e-commerce online auctions including: copywriting (item description), template design, photography / Photoshop, packaging, laundering / presentation, shipping and receiving (domestic and international), tracking payments

PARAMOUNT PICTURES

1999 – 2000

Executive Assistant to Senior Vice President of Worldwide Pay Television – Operations. Provided executive assistance in all aspects of Senior Vice President's everyday functions, including:

- Managed appointment calendar, coordinated travel, processed expense reports, prepared correspondence
- Designed and implemented extensive filing system for the Operations Department, which for the first time consolidated all Worldwide Pay Television subdivisions: Sales and Marketing, Accounting, and Legal departments
- Handled all office purchasing and special event catering coordination.
- Coordinated all administrative aspects of the 2000 NATPE conference – National Association of Television Production Executives in Cannes for entire senior executive Paramount team.

VOLUNTEER EXPERIENCE

DEPDC – Development and Education Programme for Daughters and Communities

Ongoing

Volunteer. On an ongoing basis, working with this organization and my own website, www.thailandjourney.org, to raise awareness and monies to support this school / housing center for children, ages 5-15 living in northern Thailand to prevent sex trafficking.

DOCTORS WITHOUT BORDERS, MEDICINS SANS FRONTIERS

2005

Summer Intern for the Major Gifts and Foundations Department. Supported the activities of the Donor Services Team in all aspects of fundraising, including:

- Fielded donor requests for information, via telephone and e-mail.
- Tracked, planned and managed guest-list for major third-party fundraising events (in conjunction with special-events team).
- Maintained extensive donor filing system (individual, trust, corporate, and anonymous sponsorship).
- Assisted in mass-mailing of marketing materials and donor support materials

EDUCATION

MEd(Candidate), Master in Educational Leadership, Plymouth State University, Plymouth, NH
MFA (Candidate), Master of Fine Arts in Writing, California Institute of the Arts (Cal Arts), Valencia, CA
BFA, Bachelor of Fine Arts in Theater, California Institute of the Arts (Cal Arts), Valencia, CA
Additional College Studies: Anatomy, Psychology, Santa Monica Community College, CA; Literature, and Eastern Philosophy, Aptos Community College, CA

ADDITIONAL QUALIFICATIONS

- Macintosh and PC Platforms: Proficiency in Microsoft Word, Excel, PowerPoint, WordPerfect, Lotus, Quicken, Fidelio, Adobe Photoshop, Dreamweaver, Final Cut Pro, Final Draft
- Type 80 WPM