

# Muluberhan (Mulu) Habtemariam

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## EXPERIENCE

### **Junior Producer, 72andSunny** (January 2022-current)

- *Clients: United Airlines, National Football League (NFL).*
- Co-owned United "Good Leads the Way" Brand + Social Launch films through color, mix, finish alongside junior producer
- Led post duties on United GLTW Social Extensions through final delivery with bidding support from freelance EP
- Supported production for NFL Shop 2022 "Drip is in the Details" and 2022 Inspire Change campaigns with senior producers

### **Associate Producer, Leo Burnett** (April 2021-January 2022)

- *Clients: Nestle (Purina), Nintendo, Bridgestone, Firestone, US Cellular, Campbell's (Prego), Field Museum, NatureMade, & Wingstop.*
- Partner with EPs to lead production duties across a range of clients and deliverables (TVC, OLV, case studies, award videos, etc)

### **Production & Development Coordinator, Wieden+Kennedy Studios** (April 2018-July 2020)

- *Clients: Instagram, Nike, Converse, Netflix, Old Spice, Coke, KFC, Secret, Trolli, Anki, Portugal .the Man, Meow Wolf & Red Fang.*
- Support the EP, development, and production teams with creative & production research as needed
- Research platforms and buyers, build and distribute reels/portfolios, develop ideas, and source on-screen talent (contributors and experts)
- Maintain bidding, dailies/camera reports, editorial, delivery, and vaulting specs; including delivery to internal library/archive.
- Support line producers on sourcing and booking crew, petty cash reconciliation, timecards and processing payroll, proper closing of jobs, book travel, reconcile expense for team to hit proper job #s, create pre-pro books, call sheets, temp actuals, final audit and reconciliation
- Work closely with creative teams to assist in preparing treatments and other creative documents (storyboard, scripts, etc), create decks, support the pitch process, and oversee production of sizzles/trailers
- Create project invoices and tracking actuals to pay crew & vendors
- Maintain central crew databases, website of creators, and department master & development status sheets
- On set PA, shoot and edit behind the scenes footage on set, conduct script supervision working with 1st AD to capture notes to assist post-production editors
- [INTERNAL]: Co-Founder of W+K Live (live events committee) and General Body Member of We+Black (employee affinity group).

### **Cultural Insights Analyst, Wieden+Kennedy** (April 2016-September 2018)

- *Clients: On She Goes, Participant Media, LAIKA, Impossible Foods, Portugal .the Man, Academy Museum, Instagram, & RXBAR.*
- Own data analysis and visualization, and communicate the performance & insights to various stakeholders to aid strategic decisions for *On She Goes* editorial site and podcast
- Analyze cultural behaviors, general content, platforms, and audience insights to lead to clear implications and recommendations for department-wide opportunities
- Identify, measure, and quantify media landscape trends, includes creating and maintaining daily/weekly/monthly reporting vehicles
- Conduct research that includes (and not limited to) digital content audits, audience development strategy, & competitive analysis for new business pitches and existing clients
- Wrote copy and did strategic planning for viral game Hair Nah! that garnered over 60 press mentions, 140,000+ gameplays, and 60,000+ shares across Facebook & Twitter

### **Coordinator (ETW), Nike, Inc.** (February 2015-April 2016)

- *STRECH ASSIGNMENT: Finance Strategy & Operations (PMO Team) / Timeframe: 50% / November 2015-April 2016*
  - Define and prioritize weekly global campaign objectives to support key stakeholders execute portfolio, program, & project deliverables
  - Build and implement automated intake strategy for Marcom/Transition Management/Learning operations
  - Engage cross-functional business partners to assist WHQ S2P Ops Program event & website launch
  - Compile and generate email maintenance listserv process for Global Finance and Controlling geographies
- Introduce and create admin guide to support rapidly growing business unit [WHQ Controlling]
- Collaborate with hiring managers, HR, and FLEX to efficiently onboard 160 new hires during FY16
- Communicate and effectively report Controlling Community Team goals to influence senior leaders & vice presidents

### **Marketing Intern, Fame House** [acquired by Universal Music Group] (September 2014-December 2015)

- Maintained e-commerce, social media, and web campaigns for clients DJ Shadow, Adrian Lux, Pretty Lights, and more
- Assembled reports using Top Spin Media to present sales data to client stakeholders
- Analyzed metrics using Google Analytics, Facebook Insights, & Twitter Analytics to generate monthly White Paper
- Examined workplace organizational culture and presented to CEO to elevate future internship experiences

## EDUCATION

**University of Pennsylvania**, B.A., Communication with Concentration in Culture, 2014, Philadelphia, PA

**Benson Polytechnic HS**, Diploma in Communication w/Honors, 2008, Portland, OR (Senior Class President, Freshmen Summer Basketball Team)

**Epicodus**, Introduction to Programming Fundamentals, Portland, OR (January 2016-May 2016)

**Hack Oregon**, User Experience Design, Portland, OR (November 2016-February 2017)

## TECHNICAL SKILLS

**MS Office:** Word, Excel, PowerPoint, Outlook, SharePoint. **Mac:** Pages, Keynote. **ERP:** Oracle, SAP. **Marketing:** MailChimp. **CRM:** Topspin Media. **Project MGMT:** Basecamp, Trello, Asana. **CMS:** WordPress, Tumblr. **Social Media:** TikTok, Facebook, Twitter, Instagram, Snapchat. **Design:** Sketch, Photoshop, InDesign, Illustrator. **Data:** Google Analytics, Facebook Insights, Twitter Analytics. **Social Listening:** Crimson Hexagon, NetBase. **Web Dev:** HTML, CSS, JavaScript/jQuery, Atom, Terminal, GitHub. **Audio/Video:** Audition, After Effects, Final Cut Pro, Premiere Pro.