

EVE WRIGLEY

Creative Producer

PROFILE

Resourceful and energetic Creative Producer who thrives in deadline driven and challenging environments. Exceptional listening and communication skills with an innate desire to help and connect with others. Unmatched attention to detail coupled with insatiable curiosity and a great sense of humor.



WAYLAND, MA 01778



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774.270.3737



EDUCATION

Bachelor Degree in Communications
University of New Hampshire

COMMUNITY INVOLVEMENT:

WGBH, Photographer
Read to a Child, Mentor
Special Olympics, Photographer

SKILLS

MICROSOFT OFFICE SUITE

ADOBE CREATIVE SUITE

MULTIMEDIA PRODUCTION

SCRIPT WRITING

BRAND WATCHDOG

EXPERTISE

PROJECT MANAGEMENT

STRATEGY & COST SAVINGS

CLIENT RELATIONSHIPS

VIDEO/EVENT PRODUCTION

VOICE OF THE CUSTOMER

EXPERIENCE

CONSULTANT CREATIVE PRODUCER

CLIENTS INCLUDE: PBS, BOSE CORPORATION, IDG, WARNER BROS., HARVARD UNIVERSITY, CARE.COM, NEUROMETRIX, LIBERTY MUTUAL, iROBOT, NORTHEASTERN UNIVERSITY.

- Executed all aspects of production including conceptualization, script writing, editing and delivery
- Developed detailed proposals, briefs, schedules and budgets that set expectations and kept team members focused and productive
- Managed production and execution of marketing activities, including but not limited to campaigns, sales enablement tools, events, web updates, email campaigns and social media content
- Provided vendor and contractor solutions through a large and unique professional network to best match resources to needs
- Crafted successful stories and visuals that engaged and enticed by concentrating on audience-tailored communications

2008-PRESENT

VARIOUS
LOCATIONS

CREATIVE PRODUCER, CONTINUED

- Managed asset development and accessibility, legal approval, implementation, QC and translations
- Prepared presentations for internal team and client meetings

BOSE CORPORATION COMMUNICATIONS/EVENT SPECIALIST

- Managed international events and produced targeted collateral to launch a revolutionary product for musicians
- Facilitated audience engagement through message boards, educational events and identifying product ambassadors
- Focused on building strong relationships with industry partners to develop content and activities that engaged our customers and informed engineers
- Managed logistics involving personnel, equipment, international shipping, transportation and accommodations for events ranging from 45-45,000 attendees
- Produced, managed and archived media assets with an eye to reducing production costs
- Created invitations, marketing and training collateral and event web page assets that engaged our target market
- Influenced strategy through open-minded discovery/research of alternative markets
- Administered surveys and interviewed partners and customers to ensure successful initiatives with our target market
- Generated presentations based on research to inform upper management and influence messaging

2003-2008

FRAMINGHAM,
MA

RANDOM ACHIEVEMENTS:

Developed story ideas, visual support materials and vendor partnerships that drove awareness of the Bose brand in the trucking industry

Saved money by constantly updating skills in Adobe Premier, Photoshop and InDesign enabling the development of signage, brochures and ads in-house

Supervised design and engineering of demo assets that led to increased awareness and sales

Produced, shot and edited case studies that were leveraged across all platforms and increased sales

CREATIVE PM RECOMMENDATION:

"My theory is that Eve is a machine sent back in time to help you get things done. She removes obstacles, provides structure, and does both with inexhaustible energy and an electric spirit. She absorbs the madness and produces sanity. She's an exceptional creative partner: encouraging, inventive, hilarious, and bursting with great ideas and tactics that keep things moving."

Michael Howarth - Creative Team, Bose Pro Division