

Loren Dooley

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Profile

Creative media professional with 5 years' experience in digital content production and strategic marketing. Skilled in managing workflows, coordinating talent, and leveraging data-driven insights to boost audience engagement. Proficient in Adobe Creative Suite and Google Workspace, with strong communication skills that drive collaboration and results. Dedicated to producing compelling, audience-focused content across platforms.

Professional Experience

Founder, LoD Creations, Tuscaloosa, AL

July 2020 — Present

- Collaborate with diverse talent to enhance creative output and foster a productive environment.
- Leverage Adobe Creative Suite for innovative design solutions, driving brand visibility and recognition.
- Founded and operated a digital creative content business, focusing on photography, video production and creative design.
- Developed comprehensive marketing strategies, utilizing data-driven insights to boost audience engagement.
- Managed project workflows from concept to distribution, ensuring timely delivery of high-quality content.

Coordinator of Creative Affairs, The Network, New York City, NY (Remote)

February 2024 — April 2025

- Led 4 cross-platform promotional campaigns, overseeing creative asset distribution and outreach that reached audiences across 5+ major channels (i.e. YouTube, Instagram, TikTok +).
- Built influencer engagement systems that cut coordination time by 10 hours per campaign and increased outreach response rates.
- Conducted ongoing trend analysis and media research, influencing 3+ audience-targeting strategies that contributed to a increase in campaign engagement.
- Improved organization of scripts, pitch decks, and development materials by 50%, implementing Google Workspace and Airtable systems which streamlined internal workflows and significantly reducing retrieval time.
- Provided high-level scheduling and logistical support to the Head of TV and Film, managing coordination between internal teams and external collaborators, resulting in improved project turnaround and faster feedback cycles

Business / Creative Development, The Boathouse Agency , New York City, NY (Remote)

February 2024 — April 2025

- Developed and presented 10+ pitch decks for advertising clients, contributing to a increase in branded content integration across campaigns.
- Conceptualized and executed creative strategies for multi-platform ad campaigns, ensuring alignment with audience interests.
- Contributed to shoot logistics and crew communications, ensuring 100% on-time delivery of campaign productions.
- Analyzed audience engagement metrics to optimize campaign performance and reach.

Production Assistant, "Someway Somehow" Musical , Washington, D.C.

December 2022 — December 2022

- Organized and managed production databases to track production content accurately.
- Maintained and updated daily production reports, show logs, contact lists, and call sheets directly improving team access to real-time information.
- Facilitated cross-departmental communication, streamlining production workflows and reducing delays.
- Tracked production timelines and delivered regular status reports, ensuring key milestones were met on time and within scope across on-set production.

HBO Max Campus Brand Manager, Riddle and Bloom, Washington, D.C.

October 2022 — December 2022

- Produced weekly creative content tailored for social media platforms to support entertainment-focused promotions and audience engagement.
- Managed and executed weekly social media campaigns spotlighting HBO Max programming, including WHITE LOTUS, GOSSIP GIRL and LOVE, LIZZO.
- Executed grassroots marketing activations to enhance HBO Max visibility and drive direct audience engagement across campus.

CBS Creative Services Content Production Intern, Paramount , Los Angeles, CA

June 2022 — August 2022

- Presented content and promotional strategy pitches to CBS senior leadership, supporting initiatives to enhance Gen Z audience engagement.
- Edited and packaged Electronic Press Kits (EPKs) using Adobe Creative Suite, ensuring high-quality, brand-aligned assets for media distribution.
- Created string-outs to assist senior editors in sponsorship-aligned content cuts across CBS-affiliated networks.
- Participated in feedback sessions for upcoming Paramount releases, helping shape creative direction and viewer engagement strategies.

Education

Howard University, B.A. Media, Journalism and Film Concentration in TV and Film, Dance Arts Minor

Washington D.C.

Summa Cum Laude - 3.95 GPA

Technical Skills

Microsoft Office (Word, Excel, PowerPoint, Outlook)

Google Workspace (Docs, Sheets, Slides, Form, Meet, Drive)

Adobe Creative Suite (Premiere Pro, Photoshop, Lightroom, Acrobat Pro, Illustrator, InDesign)

Final Cut Pro X

Airtable, Slack, Wordpress, StudioBinder

Additional Information

Links: Personal Website