

February 2nd, 2012

Visual Concepts/2K Sports
10 Hamilton Landing
Novato, California 94949

Dear Sir or Madam,

I am writing to apply for the Social Gaming Associate Producer position. I live in the area and would love the opportunity to introduce myself. I have worked in many aspects of production and have a very strong interest in pursuing a long-term position with Visual Concepts/2K.

I believe I am a top candidate for this position because I am very passionate about gaming and have overseen many aspects of game development. I was recently employed as an Associate Producer on a social game for Facebook. I was responsible for overseeing day-to-day development, task assignment, budget and time management. In addition, I supported the team by researching vendors, bidding, managing third parties, prioritizing assignments, and prepping assets. I also am an avid player of many social games and have a clear understanding of retention, virality, and monetization.

Over the last five years, I have worked in Production, Post-Production, Motion Graphics and Animation. I have a wide range of creative and technical understanding and am able to articulate and give clear direction to team players and vendors. I am a proactive problem solver and work through obstacles with poise and in the best interest of the task. I have managed many high profile projects and tracked schedules, budgets, and logistics without sacrificing the creative process. I believe I have a strong creative eye and recently completed a short animated film that has been featured in multiple film festivals. I also have been taking personal enrichment courses in computer sciences, programming, and game theory to further my communication skill in each department. I am extremely skilled at multi-tasking and have excellent leadership and client service skills.

Through my educational and employment experience, I have acquired a significant range of knowledge and technical skill that contribute to production and creative development, and the organizational and leadership skills to realize the finished product. Joining the Visual Concepts/2K team would be an amazing opportunity and I believe could be a perfect fit. I look forward to speaking with you about the ways I can contribute to your group.

I very much appreciate your time and consideration, and thank you for the opportunity to apply for this position.

Most sincerely yours,

Kelly Wilson

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PROFESSIONAL EXPERIENCE:

- 2011 **Daglow Entertainment Sausalito, CA**
Associate Producer - Social Gaming (Sport Themed)
- Schedule and manage project designers, artists, animators, engineers, and audio engineers.
 - Competitive bidding, outlines, and managing third party vendors
 - Prioritization, coordinating meetings,
 - Strong understanding of product development, retention, virality, monetization
 - Avid social gamer, clear understanding of game development
- 2010-2011 **Goodby, Silverstein & Partners San Francisco, CA**
2005-2008 Clients include: Nintendo, Adobe, Hewlett-Packard, Netflix, Yahoo!, Comcast, Sprint, Chevrolet, Dreyer's, Milk, Haagen Dazs, Doritos/Frito Lay, Denny's, and Cheetos.
- Assistant Producer**
- Track and manage projects through all aspects of production.
 - Hire talent and artists that best fit the needs of the concept and art direction.
 - Manage high and low priorities to complete the project on time, within budget and in the best interest of the final media.
- Scheduling Coordinator Post Production/Motion Graphics and Animation**
- Generated schedules for departments including staff meetings, edit bays, staff and freelance artists, interviews, resources, and production and editorial equipment.
 - Organized production books and job folders including building templates, prepping jobs, maintaining calendars, confirming end dates, and closing procedures.
 - Maintained business paperwork such as timecards and purchase orders.
- Motion Graphics: Animator**
- 2D graphic animation based primarily in After Effects including character animation.
 - Solid understanding of animation workflow and development.
 - Layout, storyboards, and graphic design.
- 2008-2009 **Gartner, Outsider, Tight Santa Monica, CA**
Administrative Coordinator
- Research, presentation, and support for the directors.
 - Organized schedules, travel, production elements, and job folders.
 - Administration support involving various office tasks.

ADDITIONAL EXPERIENCE

- August 2009 **The Snowman: Animated Short Film**
Producer/Director/Writer/Design
Official Selection of: San Francisco Intl Film Festival (Winner: Honorable Mention), Santa Barbara Intl Film Festival, Animation Block Party, Palo Alto Intl Film Festival, Green Bay Intl Film Festival, Film Stream Festival
- June 2009 **Phone Power: "Lenny's Door" (Animated Commercial)**
Producer/Director

SOFTWARE AND OTHER QUALIFICATIONS:

MS Office Suite, Microsoft Visual Concepts 2010, Photoshop, Illustrator, In Design, Quark, File Maker Pro, Entourage, Final Cut Pro, After Effects, Dreamweaver, Final Draft, Snapz Pro, Avid Express, Soundminer, Cleaner, Handbrake, some Maya experience, dub chain knowledgeable, camera experience.

EDUCATION:

Academy of Art University, San Francisco, CA
Bachelor Fine Arts: Motion Picture and Television - Cum Laude

Stanford Online - Currently Enrolled
Game Theory Course, Computer Science

College of Marin - Currently Enrolled
Introduction to Computer Programming with C++