

Amara Mesnik

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Executive Summary

Experienced, versatile, and award-winning writer, editor, and video producer with a demonstrated history in the broadcast & digital media industry. Adept at synthesizing marketing data into creative products, crafting projects from initial brief to final deliverables. Skilled in Adobe Creative Suite, copywriting, brand development, creative strategy, and digital marketing.

Experience

BBC Studios - Video Editor

Marketing & Creative Team

Feb 2023 - Present • New York, NY

- Produces & crafts video marketing assets from initial brief to final product for FAST channels (Free Ad-Supported Streaming Television), ideating and developing numerous projects annually for culturally significant brands (BBC Earth, *Doctor Who*, *Top Gear*, etc), setting the template for all BBC promos airing across the medium.
- Primary copywriter for promos & brand films, wrote partner outreach letters for CEO.
- Devised and implemented short content films for multiple award-winning BBC US/NA brand campaigns on social, digital, and large-scale OOH, with personal GEMA awards for work on BBC's 2024 US Election campaign.
- Manages, develops, and supports relationships with freelancers, approves deliverables.
- Shadowed a BBC Natural History Unit documentary production: researched subjects & locations, created shot lists & pitch decks, wrote script segments, remotely co-directed shoot in India, and 'Americanized' VO scripts.

BBC Studios - Video Content Specialist

Global Operations Team

September 2018 - Feb 2023 • New York, NY

- Managed physical media production for North America (DVDs & Blu-Rays), developed and maintained relationships with authoring houses and distribution vendors.
- Edited, conformed, and delivered content for digital & broadcast distribution for BBC Select, Disney (*Bluey*), Japanese markets, & PBS.
- Conceptualized & edited creative marketing assets (trailers, promos, bonus content) for use on physical media, social media, and broadcast on BBC America.
- Produced, directed, & filmed video content for internal and external use.

The 2.0 Collective - Media & Marketing Consultant

June 2018 - August 2018 • New York, NY

- Developed brand identity and marketing strategy for the dry cleaning service Clean, a subset of Meurice Garment Care, including writing mailer copy and creating promotional materials for the beta and official service launches.
- Storyteller, UX/UI copywriter, and photography director for Clean website.

CNN - Documentary Unit Intern

January-April 2018 • New York, NY

- Conducted research, fact-checked and copy-edited scripts, transcribed videos, gathered & logged archival footage, and assisted with interview shoots.

Robot Locomotion Group, CSAIL, Massachusetts Institute of Technology - Multimedia Intern

May 2014-February 2017 • Cambridge, MA

- Shot, edited short documentary & robot demonstration videos, videos published to IEEE website. Graphic design of software logo, figures.
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Education

New York University - Tisch School of the Arts - Class of 2018 (Summa Cum Laude)

Major: Film & Television (BFA) Minor: Molecular and Cell Biology

FAMU International - Prague, Czech Republic - 2016

Directing and cinematography on 35mm film

Awards & Recognition

- GEMA Awards - Global Gold & North America Bronze - Salon des Refuses - For BBC US Election Campaign Video 'Left, Right, Center', 2025
 - BBC Studios Global Operations Award - 'Note Our Part and the Role We Play', 2022
 - Cannes Short Film Festival - Best Sci Fi Short Film - for *In Suspension*, 2022
 - Next Generation Indie Film Awards - Best Sci Fi Short Film - for *In Suspension*, 2021
 - Other Worlds Austin Film Fest Parsec Award - Best Short Script - for *In Suspension*, December 2020
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Skills

- Programs: Adobe Creative Suite (especially Premiere Pro, Photoshop, AfterEffects), Pro Tools, Davinci Resolve, Figma, Canva, Final Cut, Avid, Final Draft
- Google Drive (incl. Docs, Slides, Sheets), Microsoft Office & Teams, Dropbox, Slack
- Cinematography with various digital cameras, 35mm and 16mm analog film
- Proficient in Spanish, conversational in German, learning Mandarin Chinese & Kazakh