

Beché Proto

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PROFESSIONAL EXPERIENCE

LAVIDGE Phoenix, AZ

August 2017-Present

Assistant Manager, Interactive Media & PR

- Management of about 70 employees focusing on new hire (HR) initiatives, client relations, correspondence, and operations.
- **Analyzed** extensive data for the use of programmatic marketing for clients such as McDonald's, CableOne, APS, and Arizona State University.
- **Conducted** reports for campaign optimizations, vendor discrepancies, invoicing, and spend-to-date pacing management in demand-side networks.
- **Pitched** traditional media, created deliverables with media clips and news coverage ran on TV, print, and social media.

AMC Networks New York, New York

June 2018-December 2018

Marketing Manager

- **Created** email newsletters for subscribing members to Shudder and Sundance Now SVOD services including HTML code, copywriting edits, graphics resizing, market segmentation and partner inclusions for cross promotion.
- **Analyzed** A/B tests to ensure the best creative, copy, and offers to generate LTV customers and gain subscribers.
- Drove win-backs for AMC SVOD services through marketing **exclusive title releases** to over 700,000 subscribers, including hosting events and targeting offers specific to host partners like Amazon, Apple, Roku and Chromecast.

New Digital Business Marketing Intern

- **Cultivated** partnerships for Shudder and Sundance Now streaming video on demand services including print, platform, web, and out-of-home partners. Examples include Verizon, AAA, UK Horror Channel, Hearst Media, and Zulily.
- **Analyzed** paid media and SEO to create meaningful reports and suggested changes for creative/copy as necessary.
- **Project managed** with design briefs, and created promo codes, URL landing pages, and link redirects for new campaigns.
- **Launched** both the Shudder and Sundance Now e-commerce shops streamlining the process for merchandising, making a small profit of \$200. Acquired and paid for 500 T-shirt codes for San Diego Comic Con in one day.

Producer/Director/Writer

September 2012-Present

- Script supervised, produced, assistant directed and starred in multiple ASU student films providing on-set experience and aced final student projects.
- Finalized a one-hour serialized drama pilot currently hosted on the Blacklist receiving an A+ in *Screenwriting for TV Pt.2* at ASU.
- Producer/Writer/Director/Actress for *The Raw* documentary highlighting safety while traveling as a young woman.
- Member of the Arizona Production Association and marketing committee working to bring film incentives to Arizona.

CORE COMPETENCIES

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| • Spanish language/written proficiency | • Table Reading | • Braze/Appboy |
| • Microsoft Office Suite | • Screenwriting | • Salesforce |
| • Adobe Premiere video editing | • Talent Acquisition | • AirTable |
| • Film/TV Coverage | • Cisco Infinite Video | • Google Suite |
| • LinkedIn/FB/Google ads | • Stripe | • Project Management |
| • Public Speaking | | |

EDUCATION

Arizona State University (Magna Cum Laude)

W. P. Carey School of Business, Leaders Academy
B.S. Marketing, International Business Certificate
Film and Media Studies Minor