

MEG GYVER

I KNOW ENOUGH TO BE HELPFUL

CONTACT

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IN MY TOOLKIT

AI & AUTOMATION

Prompt engineering

Claude

Gemini

ChatGPT

Firefly

CREATIVE & WEB

Adobe Creative Cloud

WordPress

Squarespace

Wix

Canva

Figma

Frame.io

YouTube

Vimeo

PROJECT MANAGEMENT

Monday.com

Asana

Trello

Google Suite

Microsoft Suite

Harvest

Toggl

HubSpot

EDUCATION

MA, Film & Video
American University

BA, Business & Communications
University of Pittsburgh

DOWN TO
FREELANCE

OPEN FOR CONTRACT & PART-TIME

MEGHAN KOTLANGER

CONTENT PRODUCER · CONTENT STRATEGIST · CREATIVE DIRECTOR

ABOUT

I'm a hybrid content **producer, strategist, and creative director** (MA, Film & Video). I bring a *triadic mindset*: a producer-brain to guard the budget, a director-brain to execute the vision, and a strategist-brain to protect the core message. I'll step in as much or as little as you like, from steering the ship to swabbing the poop deck to get the job done.

PROFESSIONAL EXPERTISE

Content Strategy & Creative Direction

- **Discovery & unearthing the "why":** Lead stakeholder discovery across brand, experiential, and video initiatives, locking core message and deliverables before production begins.
- **Campaign & event content vision:** Conceptualize and direct content for B2B/B2C campaigns and experiential activations — motion graphics, video, copy, and creative direction.
- **Narrative & visual direction:** Turn strategy into visual storytelling by developing creative briefs and concepts, writing copy and scripts, and directing video content

Content Production & Project Management

- **Upfront project planning:** Build comprehensive project plans, master timelines, and production roadmaps before kickoff to set milestones, manage scope, and align stakeholders.
- **Brand & campaign management:** Drive brand and marketing campaigns end-to-end: creative, video, and multi-channel deliverables across teams, vendors, and timelines.
- **On-set & pre-production logistics:** Run video logistics : location scouting, casting, crew, talent, licensing, and shoot and post production timelines and management.
- **Live event content:** Project-manage all live event content — video, presentation, and graphical, mostly screen-based (physical print when needed) — plus run of shows, on-site management, and content QA with tech teams.
- **Zero-panic execution:** Manage budgets, source vendors and freelancers, and run aggressive post-production workflows without losing the vision.

Operations, Business Development & AI

- **Strategic planning & operations:** Act as a fractional operations leader — strategic planning, resource management, and architecting cross-department workflows to protect internal P&L and grow profitability.
- **Business development:** Win work through SOW creation, proposal and pitch writing, and sharp, persuasive pitch materials.
- **AI integration:** Fold advanced prompt engineering and LLMs into research, outlines, and workflow scaling to move faster without cutting corners.

CAREER HISTORY

Full portfolio & client roster at iammeggyver.com

MegGyver, LLC
Owner / Consultant

Dec 2024 – Present

ADVOC8, Inc.
Director of Content

Sept 2019 – Dec 2024

Eastward Films, LLC
Sr. Producer / Director / Ops Manager

Jan 2016 – Sept 2019

Ogilvy & Mather
Account Manager / Sr. Creative Producer

Oct 2010 – Jan 2016

CCSi
Proposal Coordinator & Marketing Manager

Aug 2007 – Oct 2010

EGroup Inc.
Merchandise Account Coordinator

2006 – 2007