

TY MCMAHAN

MEDIA • FILM • TECH • MARKETING

ABOUT

I've spent the bulk of my career as a journalist, including five years covering tech startups and venture capital for The Wall Street Journal. My newsroom experience has translated well to film production, which requires a similar diligence to get the best story. I'm currently available for production roles based in Oklahoma, but open to travel if necessary.

EXPERIENCE

Fencerow - Content Consulting and Film - New York - Oct. 2016 - Present

- Script Supervisor - "Second Chances" (Narrative Feature '21)
- Writer/Producer - "The Mundo King" (Documentary | Amazon Prime)
- Writer/Producer - "HBD Mom" (Narrative Short | Lonestar Film Fest '16)

FirstMark Capital - Director of Content - New York - Sept. 2015 - July 2016

- Supported FirstMark's portfolio of early-stage technology companies on initiatives ranging from product strategy to media relations
- Created a content strategy that included articles, videos and podcasts developed from interviews with some of the brightest minds in technology
- Assisted with production of FirstMark's Driven series, monthly talks on data, code, hardware and design that attract thousands of attendees each year

StellaService - Sr. Director, Marketing & Content - New York - Jan. 2012 - Sept. 2015

- Launched a marketing program leveraging StellaService's exclusive e-commerce performance data that engaged and nurtured the largest names in retail
- Led a media strategy that resulted in hundreds of press mentions; served as spokesman
- Managed budgets and a marketing team responsible for creating and measuring ROI on content and collateral including: videos, original articles, bylines, data visualizations, reports, case studies, product one-sheets, conference presentations and event programming
- Collaborated across orgs - data, engineering, client and sales teams

Dow Jones & Co. - New York - Reporter - Dec. 2006 - Jan. 2012

- Led coverage of digital startups and the venture capital industry
- Contributed to The Wall Street Journal, WSJ.com and WSJ live video broadcasts
- Gathered news through interviews with founders, executives, investors and board members at media, advertising, marketing, e-commerce and consumer web startups

The Oklahoman - Oklahoma City - Reporter - October 2003 - July 2006

- A frequent front-page contributor covering crime and courts
- On-camera reporting for CBS affiliate KWTV
- Covered everything from criminal trials to county fairs

CONTACT / WEB

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Instagram: @tymcmahan

SPECIALTIES

Content Production
Market Research
Digital Storytelling

SKILLS

CMS/Automation: WordPress, Methode, Squarespace, NewsCred, Salesforce, Marketo

Collaborate/Measure: StudioBinder, JIRA, Slack, Trello, Basecamp, Google Docs, Google Analytics

Create: Adobe Photoshop, Adobe Premiere, Canon, Sony, Fuji, LUMIX, and iPhone camera systems

Other: A decade of experience studying and articulating tech tools ranging from data platforms to augmented reality

EDUCATION

University of Oklahoma
Bachelor of Arts, Journalism
+ Managing Editor, The Oklahoma Daily, the university's student paper