



AMY JANES

OKLAHOMA CITY, OK
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SKILLS

STORYTELLING
VIDEO EDITING +
PRODUCTION
PRODUCING
DIGITAL + INTEGRATED
MARKETING
SOCIAL MEDIA MANAGEMENT
COMMUNICATION STRATEGY
PUBLIC RELATIONS
BUSINESS DEVELOPMENT
CRISIS MANAGEMENT
TEAMBUILDING
MENTORSHIP
STRATEGIC AD BUYING
DIGITAL ANALYTICS
ROCK CLIMBING
OUTRIGGER PADDLING

EDUCATION

UNIVERSITY OF CALIFORNIA
LOS ANGELES
MFA, PRODUCER'S PROGRAM

UNIVERSITY OF COLORADO
BOULDER
BFA, FILM STUDIES

MISSION

TO USE MY PASSION
TO CREATE A SAFE PLACE
FOR INDIVIDUALS
TO FIND COURAGE
TO SHARE THEIR TRUTH

AWARDS

EMMY AWARD / BEHIND THE
LYRIC
BEST COMPANY TO WORK
FOR 2013 / FANOLOGY
DIGIDAY SAMMY AWARD /
SHAY MITCHELL
WEBBY HONOREE / SHAY
MITCHELL
CYNOPSIS SPORTS MEDIA
AWARD / TOYOTA #EPIC
MOMENTS
TELLY AWARD / SHATTERED
LIVES | PBS DOCUMENTARY

Experience

Founder, Oklahoma Film and TV Academy, OKC, OK — 2020-Present

Training Oklahoma workforce to fill the needs of the production in the state. Working directly with the Lt. Gov and OK Film and Music Office to ensure crew meets Hollywood standards to allow projects to benefit from the 35% tax rebate.

Owner, Green Pastures Studio, OKC, OK — 2020-Present

First soundstage in Oklahoma catering to large productions.

CEO, Fanology, Culver City, CA — 2014-2020

An Emmy winning, fan-focused integrated marketing agency specializing in defining brands' stories, building influence and activating fans. Spearheaded multiple projects to build communities and raise awareness around films and live events.

Racing Extinction – supported the live event *Projecting Change on the Empire State Building* capturing over 221 million potential Twitter impressions for #RacingExtinction in the week around the event and secured a number 2 trend in NYC for #RacingExtinction for over 100 minutes.

Only God Can – Built a fanbase on Facebook of over 450k fans in six months with an average 65% engagement rate during active campaigns. Secured a theatrical distributor for the producer based on these numbers.

COO, Fanology, Culver City, CA — 2012-2014

Responsible for the development, design, operation, and improvement of the systems that create and deliver outstanding client services.

Pretty Little Liars + *Shay Mitchell* – elevated *PLL* to the number one social show on television with our campaign #PLLayWithShay that trended worldwide for consecutive weeks.

2012 Digiday Sammy Award Winner: Best Twitter Branding Campaign

2012 Webby Honoree: Best Celebrity/Fan Website

Jillian Michaels – re-engaged her audience with an integrated strategy in which a single Facebook post drove over \$125k in product sales.

Producer/Post Production Consultant, Los Angeles, CA — 2010-2012

Worked with filmmakers and production companies at every stage of the process to ensure a viable story and to secure distribution.

Valentine Road – worked directly with the first-time filmmaker to craft story and finish the film. Accepted to Sundance Film Festival and purchased by HBO.

Crossfire Hurricane – sourced and managed over 3000 individual film clips from private libraries all around the world to ensure on time delivery of film to London Film Festival.

Fiscal Sponsorship Department, IDA, Los Angeles, CA — 2009-2010

Worked with filmmakers entering the Fiscal Sponsorship Program to help manage the films and the filmmakers expectations.

VP Film Production, Parkchester Pictures, Los Angeles, CA — 2003-2007

A Paramount based production company. Developed relationships across all media channels and produced award-winning feature films.

As Seen Through These Eyes (theatrical) – worked with Dr. Maya Angelou and first-time director to develop the film's narration, secured financing from the Sundance Channel.