

Heather Toner

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Portfolio: heathertoner.com

Education:

University Of California, Los Angeles (UCLA)
Bachelor of Arts in English - concentration in American Literature
GPA: 3.8 Magna Cum Laude

Experience:

Director of Digital Content

School of American Ballet of New York City Ballet
December 2019 – Present

- Directs and oversees all creative content production and promotional strategy – including website, editorial, video, photography, and graphic design - for all digital platforms/social media channels for the School of American Ballet at Lincoln Center.
- Manages a team of one digital content manager
- Creates and maintains digital content editorial calendar and leads creative direction for all digital projects including production of assets and publication across the school's website, blog, YouTube channel, Instagram, Facebook feed and TikTok.
- Established School's video and social media content production strategy and style, setting new standard and cadence for ongoing videos, optimized for various platforms, launching their YouTube channel in 2020 and TikTok channel in 2023
- Produces and edits all video content for the School – both utilizing pre-existing, archival footage as well as filming new footage, and managing production crews and freelancers
- Oversees all digital video/photography equipment, livestreaming equipment, and production management software.
- Photographs and edits still images and designs graphics for digital channels
- Orchestrates designs and editorial for email newsletters and drip-campaign email marketing
- Handles all digital analytic tracking and reporting to ensure data supported content planning.
- Key player in launching and managing the School's website, leading the project management, content load in, and quality assurance checks.
- Integral to marketing content strategy and production for digital fundraising campaigns

Senior Digital Producer

WNET New York Public Media
May 2018 – December 2019

- Managed content production and promotional strategy for all digital platforms for NATURE and Great Performances on PBS
- Worked with a team of 2 video editors, 3 graphic designers, 4 freelance writers and 2 web developers to produce all necessary content and maintain editorial standards.
- Managed all production elements of digital content shoots – budget, location, equipment, releases, talent, and freelancers.
- Wrote scripts for social original content, cut clips, edited footage and produced live social videos, among other responsibilities
- Led the digital initiative for an NSF-funded, three-night live NATURE show, American

Spring LIVE in spring of 2019, which included producing dozens of short-form videos focused on the spring season and Citizen Science. Also produced a myriad of promos, articles, a special micro-site, a pre-premiere Facebook Live special, and a real-time interactive experience across social platforms for viewers to engage in as they streamed the shows live.

- Oversaw multiple websites, blogs and editorial calendars, Youtube channels and content for all social channels
- Created weekly email newsletter and maintained newsletter subscription list
- Handled all partner content and media collaborations

Digital Content Manager

Girls Scouts of Greater Los Angeles

November 2017 – April 2018

- Managed council website by implementing graphic design, copy writing, and web-design skills to ensure the site is functional, engaging, and up to date with current information.
- Contributed digital content concepts, video production and photography creative to organizations marketing and communication initiatives.
- Created analytic reports on web performance and campaign performance with Google Analytics and Google Tag Manager.
- Produced series of digital videos for Women's History Month
- Helped manage and execute Girl Scout cookie campaign video series with BuzzFeed

Interim Communications Officer

USC Glorlya Kaufman School of Dance

June 2017 – November 2017

- Short-term contract as digital communications manager while full-time manager was on maternity leave.
- Managed all communications for USC's Glorlya Kaufman School of Dance including social media, content creation, web, editorial, print, press, video, email communications, and branding
- Lead creative direction, produced and photographed two annual branding campaigns
- Photographed numerous classes and live performances for use in content storytelling on web, press, and social
- Produced several digital videos aimed at increasing awareness among potential students.
- Pitched stories and managed press around school happenings including a news segment on CBS and a cover story in Dance Spirit Magazine
- Managed a team of 5 student interns who assisted in content creation and copy writing for the website and social.

Visual Content Producer / Copywriter

Joybird Furniture (On staff and freelance)

February 2017 – December 2018

- Researched, coordinated, pitched and wrote SEO-rich editorial content, coupled with storyboarding and producing accompanying short films with influential customers for company's website
- Lead production on all influencer story capture, including overseeing creative styling and execution for still photography and video
- Handled final layout and publication of all visual branded online storytelling
- Copywriter for digital and print advertisements and e-commerce product descriptions

Digital Content Manager

PBS SoCal (On staff and freelance)

February 2016 – April 2018

- Conceived, filmed, edited, and distributed all digital video content, including interviews, promotional videos and scripted short films.
- Created & managed content for all digital channels including Facebook, Instagram, Twitter, Snapchat, YouTube, blog, email and website.
- Oversaw digital editorial calendar and promoted and created digital campaigns around all events and TV programs.
- Photographed and filmed events for live social media coverage as well as for use in online campaigns.
- Designed all graphics for online ads, social, and web.

Manager of Social Media and Promotions

The Music Center – Performing Arts Center of Los Angeles

September 2013-February 2016

- Photographed events & campaign content; provided live event coverage.
- Launched, designed and maintained new public facing blog for The Music Center
- Created content for all social media – including video production & still photography
- Established brand across multiple social media platforms from the ground up, quadrupling following on Instagram and Facebook within one year through solely organic growth.
- Developed relationships and promotional partnerships with other vendors in a variety of industries in Los Angeles and manages social media influencer relations.
- Managed on site activations including the design and production of print pieces, displays, and photo opportunities that continue the brand's social media initiatives and encourages visitors to interact with brand and share on their own channels.

Creative Producer

Jigsaw London USA Headquarters

July 2011-September 2013

- Oversaw creative planning and management of all web content, including homepage layout updates, product input and navigation, and supplementary blog content
- Worked with lead designer and executive director on all product photo shoots in studio
- Lead creative and production on all outdoor creative shoots for use in web content, social media, look books, etc.
- Served as second photographer on all seasonal campaign shoots
- Lead and usually filmed video campaign efforts on outdoor creative shoots and edited footage into short form advertisements and social media content
- Designed look book layouts and handled publication for stores and across digital platforms

On Staff Production Manager / Vault Manager

Hungry Man, Inc. - Commercial Production House

March 2007-August 2010

- Assisted Executive Producer with all aspects of commercial production shoots, usually with several happening simultaneously

- Scheduled crew and locations for shoots, negotiated contracts. Processed crew timecards
- Managed company vault, edited footage and created/updated director reels
- Assisted in writing and designing director treatments and pitches
- Assisted in shaping and crosschecking production shoot budgets

Skills & Attributes:

- Experience conceiving, overseeing, and executing 360 degree creative marketing/content campaigns
- Strong managerial skills with a knack for increasing productivity & communication across departments
- Extremely strong photography, videography, and audio production skills
- Extremely skilled in all Adobe Creative Suite programs
- Excellent writer and copywriter with expertise in writing ad copy & storyboarding video ads, social media posts, long form editorial, and scripts
- Extremely skilled in website analytics and social media management tools: Meta Creative Suite, Buffer, Hootsuite, Sprout Social, and Google Analytics
- Experienced in HTML/CSS coding, graphic design, SEO tactics and web design
- Skilled in project management tools such as Basecamp, Asana, SmartSheets, Airtable, Microsoft Teams, etc
- Skilled in Outlook, Excel, Microsoft Word, PowerPoint, and all Apple equivalents
- Extremely experienced in using various CMS products: Salesforce, Magento, Wordpress, Adobe Content Manager