

ASH GUENIN

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As a passionate producer, I aim to combine creative vision, sharp production expertise, and a strong foundation in project management to bring unique ideas to life with precision, purpose, and impact. I am deeply enthusiastic about food and lifestyle content, and I strive to craft stories that, not only entertain, but also authentically connect with people's everyday experiences.

PROFESSIONAL EXPERIENCE

ZATV YOUTUBE CHANNELS - PEOPLE VS. FOOD, REACT

CREATIVE PRODUCER | JUNE 2023 - PRESENT

ASSOCIATE & CULINARY PRODUCER | NOV 2021 - JUNE 2023

- Co-hosted and produced content for *People vs. Food* (12.6M+ subs), averaging 400K+ views per video & contributing to nearly 100M total views
- Co-launched a cooking spinoff channel, reaching 100K subs and 6M views in just 4 months
- Used data-driven insights to monitor content performance and continuously optimize output
- Collaborated cross-functionally with production, strategy, and talent teams to manage budgets, shot lists, and casting
- Led recipe ideation and development, crafting unique culinary concepts for on-camera execution

STICK & HACK MEDIA

PRODUCER & BRAND ASSISTANT | JAN 2021 - MARCH 2022

- Assisted in producing and editing a network consisting of four sports podcasts
- Led the production and design of brand materials such as merchandise, print magazines, and online member experiences

THE DIGITAL CORPS

PROJECT MANAGER | JUNE 2019 - MAY 2020

- Managed dozens of mixed-media projects, coordinated cross-functional teams to ensure seamless execution
- Facilitated clear communication of deliverables and deadlines between teams leads, team members, and clients
- Developed project timelines tailored to scope and complexity, ensuring on-time delivery and client satisfaction

EDUCATION

BALL STATE UNIVERSITY

Master of Arts - Critical Media & Narrative Studies | 2018 - 2020

Bachelor of Arts - Digital Video Production | 2015 - 2018

SKILLS & INTERESTS

Adobe Suite (Premiere Pro, Illustrator, Photoshop, & Lightroom), Airtable, Basecamp, Canva, CapCut, Google Suite, Frame.io, Microsoft Suite, Monday.com, YouTube Studio

Art direction, culinary producing, copywriting, directing, editing, food photography, multimedia communication, on-camera hosting, photography, project management, recipe development, videography/camera operation, scriptwriting, SEO and SMO