

ASH GUENIN

PROFESSIONAL EXPERIENCE

Mythical Entertainment (*Good Mythical Morning, Mythical Kitchen*) *Culinary Producer* / Aug. 2025 - Present

- Develop and execute recurring YouTube-first culinary formats for a flagship entertainment channel (19.5M+ subs) with a global audience
- Pitch and refine original concepts in collaboration with producers, balancing humor, clarity, and story-driven execution
- Support full production lifecycle from ideation through shoot execution and post-production feedback, optimizing for format performance

ZATV (*People vs. Food, React, Bullseye*)

YouTube Producer & Host / Nov. 2021 - Sept. 2025

- Co-hosted and produced YouTube-first content for *People vs. Food* (12.6M+ subs), contributing to 700M+ total views
- Led end-to-end production including research, ideation, pitching, scripting, filming, and post-production collaboration
- Co-launched a spinoff cooking channel, scaling to 100K subscribers and 6M views in 4 months through strong format development and iteration
- Collaborate with brand reps to align on messaging and produce integrated sponsored content

Stick & Hack Media

Content Producer / July 2020 - March 2022

- Produced and designed content across merchandise, print publications, and digital member experiences for a multi-platform media brand
- Supported production and editing across a multi-show audio and video podcast network with consistent release schedules
- Collaborated with creative leads to adapt content across formats while maintaining cohesive brand storytelling

The Digital Corps

Project Manager / June 2019 - May 2020

- Managed 20+ concurrent projects per quarter across video production, design, copywriting, and web development teams
- Led cross-functional collaboration between creatives, developers, and clients to deliver projects on time and on brief
- Oversaw workflows, timelines, and stakeholder communication across multi-team initiatives

CONTACT

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EDUCATION

Ball State University

Master of Arts

Critical Media & Narrative Studies

2018 – 2020

Bachelor of Arts

Digital Video Production

2015 – 2018

SKILLS & INTERESTS

Software

- Adobe Suite | Premiere Pro, Illustrator, Photoshop, Lightroom
- Google Suite
- Microsoft Suite
- YouTube Studio
- CapCut
- Canva
- Airtable
- Monday.com

Proficiencies

- Project Management
- Content Production
- Culinary Producing
- Scriptwriting
- Copywriting
- On-Camera Hosting
- SMO
- Photography
- Video Editing
- Art Direction