

Alli Joseph

Managing Editor, Writer & Senior Producer, Integrated Marketing

Brand Evangelist

Seventh Generation Stories - *Founder & President*

Own and operate high-end production company creating film and video biographies; seed industry partnerships that advance brand and client reach. Interview, shoot, write, edit, manage budget. (2008-pres)

El Barrio Today – *Senior Marketing Consultant, Brand Creation and Execution*

Created “El Barrio Today”, an arts awareness initiative in New York’s Spanish Harlem. Oversaw campaign/logo design and collateral development, community and political outreach, all copy and written/edited materials, historical community teaching modules/materials, geographic brand integration, production of a 12-part podcast/video series on famous Harlem artists/actors archived at El Museo. (2012)

Helen Ficalora - *Marketing & Web Strategy/Brand Consultant, Executive Producer*

Supported high-end jewelry designer Helen Ficalora in brand expansion process: produced and oversaw as EP two large brand collateral shoots with 20+ models per diem to help develop owned HF marketing collateral. Casted shoots, managed production, worked with client to refine shot selection and usage in updated media collateral - including ongoing full web design and digital solutions. Supported client in growing already-successful niche jewelry business into fuller e-commerce player. (2012-13)

SG Preston Clean Energy - *Marketing & Integrated Strategy Consultant*

Supported SG Preston, a fully integrated developer and operator of sustainable BioEnergy fuelstocks, products, and waste-to-BioEnergy systems worldwide, in agency selection and brand kick-start. Advised Founder/CEO in building ground-up imagery, vision, and social media strategy. Wrote agency RFPs, vetted agencies, handled job flow. (2013)

NEWU - *News Entrepreneurs Working Through UNITY, Ford Foundation, Co-Director*

Co-direct and lecture on brand development in Ford Foundation-sponsored media accelerator for journalists of color with start-up tech or media products. Plan and execute annual “boot-camp” style summer training camps across the US, manage budgets, partner with organizations. (2010-2015)

Meredith - *Meredith Video Studios, Branded Entertainment Div. – Sr. Producer/Writer/Host*

Wrote, edited and produced branded entertainment packages/segments, including “It Mom” for FOX’s *Better TV*. (2010-11)

AOL Digital City: “AlliVision” – *Senior Blogger/Editor*

Wrote and edited daily blog for lifestyle and entertainment news website with focus on film, TV and celebrity; integrated products and brands as brand evangelist and cultural observer. (2008-2009)

MySpace Live – *Senior Producer, Post Film-Premiere Party Series*

Oversaw production of celebrity and venue-driven segments shot on site at New York entertainment venues as part of MySpace Live film premiere series. (2008)

Ogilvy Mather - *Ogilvy Productions/Branded Entertainment - Senior Producer/Editor/Writer*

Wrote/produced sponsored broadband video segments for branded entertainment venture. (2007-08)

NBC Universal Digital Studios - Senior Producer/Writer/Editor & Host, Digital Content

Hosted, edited, wrote and produced sponsored broadband news and entertainment shows. Developed branded solutions and distribution packaging for advertising clients; managed budgeting, staffing, marketing projections, KPI analysis and strategy development. (2006-07)

Cablevision/News12 - Senior Editor/Producer/Writer

Wrote, edited, hosted and senior produced *Neighborhood Journal*, a half-hour magazine show. (2001-06)

Plum TV - Executive Producer/Writer/Host

Developed, edited, wrote, and produced *Get In*, a half-hour entertainment show for resort network. (2005)

Food Network - Host

Hosted *What's Hot! What's Cool!* -- A half-hour trend-driven national lifestyle show. (2004-05)

VH1 - Segment Producer/Editor

Segment produced and wrote red carpet content and interviews for *Red Hot Red Carpet*, a half-hour celebrity entertainment show. (2004)

CBS News - Contributor

Reported, produced and wrote lifestyle/feature packages for *The Early Show*. (2002-2003)

PRINT AND DIGITAL JOURNALISM

People Magazine – Correspondent/Editor, NY Bureau. Celebrity/red carpet coverage. (2001-06)

The Miami Herald – Special Correspondent. Entertainment features. (2003-2005)

Hamptons/Aspen Peak – Contributor/Editor. Entertainment features. (2003-2005)

New York Post – Contributor/Reporter. News Desk and Sunday Lifestyle Features. (2001-2003)

Meredith Publishing – Contributing Editor/Writer. Lifestyle features for direct mail mags. (2002)

New York Daily News – Contributing Writer. Entertainment feature stories. (2001)

Maxim Magazine – Contributing Writer. (2000-02)

CBSNews.com – Special Correspondent. On-site convention/political coverage. (2000-01)

Playboy.com – Contributing Writer/Editor. Fashion, gadgets and style pieces. (2000-2003)

AUTHORSHIP

The Shaolin Way, Harper Collins Entertainment

Co-authored a memoir/self-help book, "*THE SHAOLIN WAY: TEN MODERN SECRETS OF SURVIVAL FROM A SHAOLIN GRANDMASTER*". Book was written with Steve DeMasco, a tenth-degree blackbelt in Shaolin kung fu who is the only non-Asian disciple of the Shaolin Temple in Deng Feng, China. Born poor in the projects of Spanish Harlem before learning Shaolin, DeMasco used the art to help change the lives of thousands of children and adults in the prison system, battered women, and business titans. (2005)

EDUCATION

Vassar College - BA Psychology/Sociology

Northwestern University, Kellogg and Medill Colleges – Executive Media Management

AWARDS, ADDITIONAL SKILLS AND MEMBERSHIPS

PGA, NMC (Producer's Guild of America, New Media Council) Poynter Institute Fellow, 2010
McCormick Tribune Foundation Fellow in Executive Media Management, 2007 Chicago Manual of Style;
APA Style; AP Style Proficient in Visio, UX Design Interface Analysis, Brightcove. Microsoft Office
Suite (PowerPoint, Excel, MS Word, Access, Outlook, Sharepoint), Final Cut, Adobe Creative Suite,
Google Adwords, Google Analytics.