

AMELIA OLD

 ameliak@gmail.com

 704.930.1992

 Lancaster, SC

 <https://www.linkedin.com/in/ameliaold/>

SKILLS

Content Strategy & Development

Multimedia Production Management

Strategic Storytelling

Workflow Optimization

Collaboration & Partnership Building

Destination Marketing

Talent Management & Coordination

Audience Metrics & Analytics

Media Partnerships

Cross-Platform Distribution

Philanthropic Initiatives

EDUCATION

BACHELOR OF ARTS IN COMMUNICATIONS

Digital Journalism & Media
Penn State World Campus
2025

SUMMARY

Media operations and production professional with nearly 25 years in tv, film, and digital media. Experienced in overseeing all aspects of content production, from pre-production coordination and talent engagement to post-production and quality control, ensuring high standards on every project. Known for organizing efficient workflows, adapting to fast-paced environments, and delivering compelling, high-quality media that drives audience engagement. Skilled in balancing creative vision with operational precision to meet client goals effectively.

PROFESSIONAL EXPERIENCE

HOST AND PRODUCER

2022 - Present

Voices of Inspiration

- Lead end-to-end podcast production, managing pre-production research, talent engagement, and post-production quality control to maintain high standards across all episodes.
- Develop content strategy and cross-platform distribution plan to broaden audience reach.
- Collaborate with guests worldwide to uncover unique personal journeys and cultural insights, crafting narratives that resonate with a global audience and drive community engagement.
- Utilize analytic tools to track audience metrics, adapting content to better serve audience preferences and ensure sustained growth across platforms.

CASTING ASSOCIATE PRODUCER

2022 - 2023

Jennifer Redinger Casting Entertainment

- Conducted extensive candidate research and pre-interviews, identifying engaging talent for BRAVO's *Southern Charm* and *Southern Hospitality* to align with network standards and audience expectations.
- Crafted compelling pitch sheets that highlighted key candidate attributes, enhancing the pitch process and ensuring high-quality selections aligned with project goals.
- Managed talent progress and communication through detailed tracking grids, ensuring a seamless casting process from start to finish.

CONTENT CREATOR

2010 - 2020

Passports from the Heart

- Founded a travel and lifestyle website, building a strong social media presence and achieving significant audience growth through destination storytelling and community-driven campaigns.
- Enhanced audience interaction by collaborating with tourism boards, industry leaders, and local communities, producing engaging visual content that boosted community engagement across social media.

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TECHNICAL SKILLS

Adobe Premiere Pro
Descript
Video & Audio Editing
Lightroom
Podcast Hosting Platforms

ACHIEVEMENTS

Raised \$25,000+, Hike for Hope Campaign
Cancer for College
2018

Bronze Award Winner, Family Travel for an Online Publication
North American Journalist Awards
2018

Raised \$50,000+
Louisiana Flood Relief
2017

Nominee, 50 Most Influential Women
Mecklenburg Times
2017

VOLUNTEER EXPERIENCE

ADVISORY BOARD MEMBER
Cancer for College
2021-Present

Shot@Life Campaign
UN Foundation
2016-2020

PROFESSIONAL EXPERIENCE *continued*

TALENT AGENT AND OWNER 2006 - 2010
Allure Image Management

- Established and managed a talent agency, handling all aspects of client acquisition, contract negotiation, and marketing, securing partnerships across the U.S. and U.K.
- Fostered relationships with producers, casting directors, and clients, creating seamless industry collaborations that expanded opportunities for talent.
- Created comprehensive client profiles, including composite cards and demo reels, ensuring that talent was professionally represented to meet client needs effectively.

ADDITIONAL EXPERIENCE

AUTHOR 2025
100 Things to Do in South Carolina Before You Die, Reedy Press

- Conducted extensive research and developed content in partnership with local businesses and tourism boards to capture the essence of South Carolina's attractions and experiences.
- Collaborated with community organizations to enhance tourism and foster economic growth through destination storytelling.
- Curated engaging and diverse experiences that connect audiences with South Carolina's unique character to enhance visitor connections with South Carolina.

PRODUCTION SECRETARY 2021
Something Here, LLC

- Supported the Line Producer and Production Coordinator in managing administrative tasks, ensuring smooth operations for a feature film production.
- Coordinated crew schedules, deal memos, and cast lists, contributing to efficient workflow optimization and organized on-set production.
- Arranged logistics, including catering and preparing sides for filming, maintaining a well-prepared environment for the production crew.

PRODUCTION ASSISTANT 2021-2022
SHARP ENTERTAINMENT

- Assisted in set preparation, equipment setup, and talent support for *90 Day Fiancé: Pillow Talk*, ensuring on-set needs were met effectively.
- Adapted to changing priorities and maintained clear communication with key team members, supporting seamless production operations.

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PROFESSIONAL EXPERIENCE *continued*

CHANGEMAKER CORRESPONDENT

2018

Salesforce.org & Georgetown University Collaboration

- Selected by Salesforce.org for this role following a *Forbes.com* feature on my fundraising trek to Mt. Everest, which highlighted my commitment to social impact and storytelling.
- Created educational and social impact content in partnership with Salesforce.org and Georgetown University, focusing on initiatives that addressed evolving student needs and social responsibility.
- Developed cross-platform content, including articles, social media posts, and an authored ad in *The New York Times*, expanding the campaign's reach and visibility.
- Collaborated with cross-functional teams to ensure alignment with campaign goals, leveraging analytics to refine content strategy and boost audience engagement.
- Spoke on a panel at Dreamforce, discussing the campaign's impact and sharing insights on content strategies for social change.

PROFESSIONAL DEVELOPMENT

AUDITION CC 2019 ESSENTIAL TRAINING

2021

LinkedIn Learning

LEARNING VIDEO LIGHTING

2021

LinkedIn Learning

AUDIO FOR VIDEO

2021

LinkedIn Learning

PREMIERE PRO CC 2019 ESSENTIAL TRAINING

2021

LinkedIn Learning

CERTIFICATE OF ACHIEVEMENT FOR HUMANITARIAN RESPONSE TO CONFLICT AND DISASTER

2016

HarvardX