

MIRIAM R. FRANKLIN

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EXPERIENCE

TRANSLATION LLC NY, NY

July '12 – Present

Director of Content Production

- **Managing Department** - supervising & mentoring producers, business managers, digital developers and editors on all integrated branding campaigns for clients across all media—concept through execution to create tv, print, digital/interactive, live events, experiential initiatives. Responsible for P&L and department finances.
- **Music & Experiential** – fostering strategic alliances with music artists/labels to create cross branding opportunities.
Key Initiatives Include:
 - Budweiser Made In America Music Festival
 - Justin Timberlake
- **Branded Entertainment** – supervising strategic alliances with entertainment partners (networks, studios, celebrities, publications) to create original programming as well as organic integration of brands and entertainment properties.
Key Initiatives Include:
 - State Farm Neighborhood Sessions TV Specials for Turner Networks
 - Apple Music “Chapters” featuring top artists and celebrities discussing the music that affects their lives.
- **Clients:** Apple, FCA/Jeep, NBA, Sprint, Anheuser-Busch, Sprite, State Farm, McDonald's, Sprint, VCF, DSW

ARNELL GROUP NY, NY

June '00 – June '12

Director of Content Production

- **Managing Production & Creative** – across all content initiatives
- **Managing In-House Production Unit** – managing all personnel and content executions - tv spots, digital/interactive, music videos and print.
- **Clients:** Chrysler (Jeep/Dodge/Chrysler brands), Pepsi, Almay, Reebok

OTHER EXPERIENCE

Five Union Square Films NY NY

Griffin Bacal Advertising NY,NY

DMB&B Advertising NY,NY

NW AYER Advertising NY,NY

EDUCATION

SYRACUSE UNIVERSITY Syracuse, NY

BS Film/TV with Honors – S. I. Newhouse School of Public Communications

REFERENCES AVAILABLE UPON REQUEST.