

# JESSICA BALKE

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## EDUCATION

**Carnegie Mellon University**, H. John Heinz III College, Pittsburgh, PA May 2018  
**Master of Entertainment Industry Management**, GPA: 3.72 / 4.0  
Courses: Measuring Social, Script & Story Analysis, Project Management, Data Mining, Marketing Digital Media

**University at Buffalo, The State University of New York** June 2012  
**Bachelor of Arts in Media Studies; Bachelor of Science in Business**, Finance Concentration  
GPA: 3.75 / 4.0, Summa Cum Laude

## WORK EXPERIENCE

**Storyverse Studios** Los Angeles, CA  
Data Analyst May 2017-Present

- Conduct statistical modeling of large data sets using R and built machine-learning algorithms to advise start-up of content development strategy.
- Led team of interns to collect and analyze data; deployed models to expedite data collection process saving company 2,400 hours of intern labor and 100 hours of data scientist consultant labor.

**Agency of Performing Arts** Los Angeles, CA  
Intern June 2017-Aug. 2017

- Supported assistants with administrative tasks, script coverage, phones, and mailroom duties.

**WNED, PBS Station** Buffalo, NY  
Corporate Development Sales Representative Jan 2015 – Aug. 2016

- Generated revenue by securing sponsors for TV, radio, web, station events, and film productions. Initiated meetings, negotiated contracts, maintained relationships; largest order was \$13,000.
- **Award:** Co-produced and storyboarded an event, “Public Media Made Easy” targeting advertising agency executives, for which the sales team received the Mary Ann Lauricella Award for demonstrating the greatest creativity and innovation in communicating the mission and value of the organization.

**WKBW-TV, ABC Affiliate Station** Buffalo, NY  
Account Executive March 2014 – Aug. 2014

- Brought new clients to the station who had never advertised, aggressively prospected for new leads, cold called, analyzed needs, presented multi-platform marketing proposals, wrote commercial copy.

**The Schwartz Group** (Healthcare Marketing Company) Buffalo, NY  
Marketing Representative July 2013 – Feb. 2014

- Generated audience for medical education conferences by making 600 cold calls per week to doctors. Filled conferences which exceeded client’s expectations and resulted in them renewing the contract.

**Western Desert Hotel and Safari** Bahariya Oasis, Egypt  
Manager Sept. 2012 – Oct. 2012

- Revamped marketing efforts to build awareness for hotel and tours among travel agencies, schools, and companies for 36-room hotel using social media, print, email, and cold calling during busy season.

## SKILLS

- MS Office Suite (Outlook, Excel, Access, PowerPoint) Adobe Illustrator, InDesign, Photoshop, Final Cut Pro, ProTools,
- Minitab, R coding (statistical analysis), machine learning
- Arabic and French language proficiency

## PRODUCTION EXPERIENCE

<b>Assistant to Background Casting Director</b>	Mindhunter (TV Series)	Netflix	2017
<b>Production Assistant</b>	Dissent (Short)	Director: Giorgio Blasi	2010
<b>Lighting Technician / Grip</b>	Zombie Bankers (Feature)	Director: Drew Snyder	2010
<b>Lighting Technician</b>	Boom Productions (Feature)	Beautiful River LLC	2009