**Rana Terrell Cocklin**

**Writer/Director**

(917) 488-3622

[ranatc11@gmail.com](mailto:ranatc11@gmail.com)

<http://ranaterrell.wixsite.com/ranaterrell>

**Skills**

* Writing
* Editing and Revisions
* Script Analysis
* Scheduling
* Communications
* Social Media
* Microsoft Office
* Final Draft 10
* Adobe Premiere Pro
* Adobe Photoshop
* Celtx
* Twine
* Still Photography
* DSLR Videography
* FileZilla/FTP

**Credits**

***The Turn-Up*** (Short Film – in pre-production), Writer/Director/Producer | 2018

***The Jonz Inn*** (Short Film), Writer/Director/Producer | 2016

***Chase Eminence*** (Trailer), Writer/Director/Producer | 2015

***The River is Flowing*** (Music Video) – *Darren J. Ross*, Director | 2014

***New Sensation*** (Feature Screenplay), Finalist | 2010 | *Beverly Hills Film Festival*

***How Romantic*** (Short Film), Writer/Director/Producer | 2010

**Education**

**Master of Fine Arts, Creative Writing in Entertainment (March 2018)**

Full Sail University, Winter Park, FL

* Course Director’s Award (Writing for Film and Animation)
* Course Director’s Award (Episodic and Serial Writing)

**Bachelor of Arts, Film Studies/English minor (June 2005)**

Hunter College of the City University of New York, New York, NY

**Work Experience**

**TV One, LLC.**, New York, NY *08/2016– Present*

Ad Sales Coordinator

Ensure correct airing of commercials by brand and daypart, as requested by clients. Communicate with agencies via email regarding account nuances and media deliveries.

* Effectively manage commercial inventory by informing team of available airtime in original programs via email to maximize revenue and raise network’s profile.
* To alleviate advertiser’s legal issues, last-minute revision requests are implemented by verbally corresponding with operations team to keep revenue on the books.
* Successfully execute advertiser’s on-air campaign by coordinating delivery, production and approval of promotional material to generate revenue and maintain advertiser/network relationship.

**BrownPark Productions, LLC.**, New York, NY *09/2015– Present*

Founder/Owner/Content Creator

Write and produce short films and social media content to engage the public.

* Wrote, produced and directed a short film by writing script, hiring crew, casting actors and shooting/editing footage to create a branding profile of the company and build reel.
* Build an audience and following by live-tweeting popular shows and posting images/ideas that are relevant to the company’s image and target audience, to market and promote the company.

**CBS Sports Network**, New York, NY *02/2011– 04/2016*

Traffic Coordinator

Scheduled and implemented deliveries of commercials according to the client’s request. Created and monitored live coverage schedule.

* Composed new live coverage schedule for team members by redesigning layout and obtaining team’s availability, to ensure that needs are met in the operations department and ad revenue is gained.
* Improved workflow and processes in the department by communicating effectively with team, corresponding departments and clients, to ensure all commercials are delivered and airtime schedule is submitted on time.
* Ensured gain of ad revenue by monitoring commercials and sponsorship elements during live events to maintain advertiser/network relationships.

**Multicultural Television Broadcasting**, New York, NY *06/2007– 01/2010*

Traffic Manager

Constructed and modified daily airtime schedule. Ensured prompt delivery of commercials and maintained tape library.

* Maintained station’s flow of revenue by corresponding with ad sales team to obtain correct advertisements and schedules.
* Scheduled public service announcements and required programming by entering format into airtime schedule, to meet FCC regulations.
* Preserved tape library by obtaining purge lists from advertisers and communicating with master control facility, to prevent server crashes and ensure organization.