

Betty Chu

<http://www.linkedin.com/in/elizabethchu>

PROFESSIONAL EXPERIENCE:

DISCOVERY COMMUNICATIONS, LLC

Silver Spring, MD

Executive Producer, Discovery Digital Media

May 2011 – Present

- Set overall editorial direction for online properties: Investigation Discovery, Military Channel, Planet Green, Velocity and Discovery Fit & Health.
- Collaborate with network Marketing, Communications and Production teams to ensure cohesive promotional campaign messaging.
- Develop sponsorship opportunities with Network & Ad Sales teams; execute and fulfill on sold Digital packages.
- Manage interactive team of content producers, writers and bloggers to support all on air programming and sponsorships.

Senior Producer, TLC.com

Nov. 2009 – May 2011

- Lead online digital content development, programming and creative vision for top TLC programs on TLC.com and Social Media sites.
- Manage top online program brands including: *Cake Boss*, *Sister Wives*, *19 Kids and Counting*, *Kate Plus 8*, *Hoarding: Buried Alive*, *Toddlers & Tiaras*
- Direct development & strategy for sponsored TLC content verticals, *TLC Cooking* and *TLC Family* and created Information Architectures.
- Coordinated with TV producers, production companies & show talent to develop innovative interactive experiences.

Producer, DiscoveryChannel.com

June 2003 – Nov. 2009

- Oversaw Online content development and editorial direction for top Discovery Channel TV show sites such as: *MythBusters*, *Deadliest Catch*, *Dirty Jobs*, *Cash Cab*, *Planet Earth*, *Discovery Earth Live*, *Discovery Atlas*, *Shark Week* and *NextWorld*.
- Managed delivery & fulfillment on \$1.5 million in sponsorships for DiscoveryChannel.com in 2009.
- Produced & developed content which generated over: 222 million Page Views, 7.2 million Unique Visitors and 7 million Video Streams in 2009.
- Developed content strategy, production schedules and new online communities for Discovery Channel TV show fan sites.

Multimedia Editor

Nov. 1999 - June 2003

- Produced sites for Discovery Times, Discovery Broadband, Travel Channel & Discovery Kids on a per-project basis.
- Oversaw and ensured media quality for all Discovery Channel & Discovery News web content, including short-form video and photo editorial.
- Coordinated photographer assignments as well as arrangements for commissioned photo shoots.
- Negotiated, secured and drafted contracts with photo media agencies and individual freelancers.
- Tracked multimedia production & usage and generated reports to ensure projects remained within budget.

WARNER BROTHERS

Burbank, CA

Project Manager

July 2006 – Nov. 2006

- Developed concept, design and information architecture for new WB Kids portal.
- Oversaw redesign and launch of newly branded Hanna-Barbera Web site for WB Kids.
- Led production and launch of new Broadband TV channel, SMF-TV featuring classic WB brand cartoons.
- Programmed broadband channel on a weekly basis with classic cartoons and new original shows for Online.
- Worked closely with Art and Tech departments to optimize functionality of WB Kids Web sites.

USA TODAY

Arlington, VA

Editorial Board Intern

May 1998 - Sept. 1998

- Produced *USA Today's* International Editorial sections and pages on a daily basis.
- Researched for informational graphics and anthologized national editorials for the weekly column "OpinionLine."
- Created an Editorial Board national database of all political cartoonists affiliated with *USA Today*.
- Interviewed politicians, ambassadors and celebrities for the weekly column by Al Neuharth, *USA Today* founder.

EDUCATION:

University of Maryland at College Park

Dec. 1998

Bachelor of Arts: Journalism, Art History and Archaeology. Cumulative GPA: 3.5

AWARDS:

2011 Gracie Award Winner: *A Conception Story*, Outstanding Series, TLC.com

2011 CableFAX Best of Web Awards Nominee: TLC.com, Best Website - Cable Network (Large)

2010 Media Vanguard Award Winner: *A Conception Story*, Broadcast TV - Original Video Online, TLC.com

2009 Webby Winner: *Deadliest Catch*, Online Film & Video, Reality category

2009 CableFAX Best of Web Awards Nominee: Discovery.com, Best Overall Websites: Cable Network

2008 Webby Winner: *Mike's Got Mail*, *Dirty Jobs*, Reality category

2008 Stevie Winner: *Discovery Earth Live*, 6th Annual American Business Awards for "Best Software/Programming Design"

2008 EPpy Nominee: *Discovery Earth Live*, Best Special Feature in a Web Site - Enterprise, with over 1 million unique monthly visitors

2008 Webby Nominee: *Sharkrunners*, *Shark Week*, Games category

2008 SxSW Award Nominee: *Sharkrunners*, *Shark Week*, Games category

2007 Webby Nominee: *Discovery Atlas*, TV category

2003 Webby Nominee: *Future is Wild*, TV category

SKILLS:

Operating Systems: Windows and MAC platforms

Internet Browsers: Internet Explorer, Firefox, Safari

Adobe: PhotoShop, Illustrator, Image Ready, Acrobat Writer/Reader, Dreamweaver, Flash

Microsoft: Outlook, Word, Excel, Visio, PowerPoint, Access, FrontPage

Web Development: HTML, XML, Teamsite, HomeSite, Omniture, Brightcove, StoryMaker, Typepad, Cogix, Vizu

Misc: JIRA, Lotus Notes, ACDSsee, FileMaker