FALGUNI LAKHANI ADAMS

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| 838 Warren Ave, Venice, CA 90291 | **PHONE:** (516) 782-8874 | **EMAIL:** falguniladams@gmail.com |

Emmy Award-winning producer, writer, and creative manager with over 15 years of expertise creating compelling multimedia content for leading brands, agencies, and media platforms. Well-rounded experience includes editorial management, digital branding strategy, research, and media consulting, as well as a wide array of production experience ranging from short digital features to long-format broadcast television and prime time. Visual storytelling expert with a keen understanding of the evolving media landscape, and a refined talent for creating impactful content that engages audiences.

E X P E R I E N C E

Executive Producer / Media Consultant | FREELANCE | Los Angeles, CA 2015 – Present

Contracted as an executive producer and media consultant to production companies, startups, and brands, producing original content for documentaries, prime time series, and digital webisodes. Select projects:

* CITY OF LOS ANGELES (Executive Producer): Worked with the Los Angeles Chamber of Commerce and the United Way foundation to executive produce a 7-minute documentary video supporting the city’s Proposition HHH homeless housing measure. The segment – “Beyond Skid Row” – received over 20K daily views across YouTube, and raised over $20K for LA’s homeless initiatives. Developed and managed the production budget hired crews, and executed the storyline.
* KIN COMMUNITY (Supervising Producer / Consultant): Oversaw production, shooting, and content development for multiple YouTube episodes focusing on DIY and food verticals for the multi-channel network. Assisted with the launch of a new program “Homeworks” for Kin’s MCN, and provided ongoing feedback to strengthen content and programming.
* NEXTDOOR.COM (Media Consultant / Producer): Developed and pitched story concepts to major media outlets promoting a social media application focused on driving real-time community and neighborhood connections.
* RENEGADE 83 (Researcher): Hired by the production company to identify and research compelling legal cases, materials, and characters for a major network prime time series.

Coordinating Producer | YAHOO! STUDIOS | Santa Monica, CA 2015 – 2016

Oversaw all aspects of production for Yahoo’s lifestyle vertical covering parenting, travel, and food topics. Supervised a 15-person team of editors, producers, A/V crew, and researchers – with responsibility for developing scripts, creating episode looks, directing multi-camera shoots, acquiring sponsorships, managing program budgets, and delivering final content.

* Worked closely with the post-production team to manage workflow and ensure ongoing alignment with delivery schedule; developed content, scripts, interviews, and directed multi-camera shoots.
* Launched the original weekly parenting series, “What It’s Like” and the host-driven documentary, “A Broad Abroad”; developed digital-native content that generated over 900K streams.
* Partnered with PR and social media team to distribute content across multiple platforms and optimize click-through traffic across other verticals on the website.
* Oversaw script development for sponsorship pitches and sponsored campaigns for brand partners including Jeep and Pampers.
* Produced interviews and directed fashion/beauty shoots for the Yahoo! Style vertical.

Executive Producer | SPEARS & ARROWS PRODUCTIONS (UHG) | Los Angeles, CA 2014 – 2015

Contracted as a lead writer and senior producer for high-end, customer-facing medical webisodes produced in partnership with United Healthcare Group. Collaborated with client representatives and production teams to develop the series concepts, create scripted content, and produce branded video segments.

* Administered a six-figure production budget to create 12 episodes centered on fitness and weight loss programs as part of United Healthcare’s diabetes prevention initiative.
* Managed and coordinated a multi-camera production team during tapings.
* Leveraged a robust network of industry contacts to secure interviews with notable and celebrity guests.
* Worked with hosts to translate complex scientific and medical topics into viewer-friendly scripted formats for broadcast, digital, and DVD formats; coached talent around on-camera delivery.
* Developed questions and content for celebrity guests including Samantha Harris and Dr. Ian (*The Doctors*).

Scripted Show Producer | NBC / DATELINE | Los Angeles, CA 2005 – 2014

Collaborated on all aspects of television production for NBC’s hit series Dateline, working on all levels of scripted programming for prime time broadcast. Managed a team of producers, editors, and technical personnel in producing award-winning segments on true drama, crime, and high profile stories.

* Developed the framework, visual themes, and aesthetic for each one-hour episode.
* Managed segment budget, oversaw location shoots, and supervised the post-production process.
* Negotiated licensing deals and terms of participation with interview subjects.
* Discovered and acquired rights for true drama and crime-related stories, in addition to covering high profile and celebrity cases (Michael Jackson, Kobe Bryant, Scott Peterson, Farah Fawcett, Miracle on the Hudson, Hurricane Katrina).
* Coordinated social media efforts for Dateline’s West Coast bureau, and for all episodes.
* Received two Emmy Awards for the Hurricane Katrina and Miracle on the Hudson segments.
* Selected to participate in the NBC Leadership Program (2011 – 2012).

E D U C A T I O N

JD, Criminal Justice / Law Enforcement Administration (Honors) | ST. JOHN’S UNIVERSITY SCHOOL OF LAW

BA, Political Science & Government, Art History | COLUMBIA UNIVERSITY

Executive Leadership Certificate | ASIAN AMERICAN JOURNALISTS ASSOCIATION (AAJA)

Professional Chef Certification | NEW SCHOOL OF COOKING

Mindfulness Educator for Schools & Corporations | MINDFULSCHOOLS.COM

Berlin Journalist Program | RIAS BERLIN