

# AUSTIN CAPPETTA

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## SUMMARY

Strategic and creative production leader passionate about crafting and scaling meaningful story-driven content

## EXPERTISE & SKILLS

**Producing:** Leads the end-to-end production of video content, aligns cross-functional team members, and manages finances

**Production Management:** Designs company-wide production systems, develops multi-day shoot plans, and reduces workflow friction

**Creative Development:** Evaluates scripts with coverage, strengthens narratives, and creates pitch materials for producers

**Writing:** Creates compelling storylines and characters, writes to deadlines, and collaborates dynamically in writers' rooms

**Technical Skills:** Final Draft, Airtable, Smartsheet, Jira, Adobe Creative Suite, MS Office, AI Tools, Frame.io, Breakdown Express

## PROFESSIONAL EXPERIENCE

### NCCER (National Center for Construction Education and Research)

Industry-leader in craft training with 200+ employees. Recently launched CraftPro™, the first video-driven construction training platform

#### Video Writer & Producer

April 2024 – Present

- Leads **end-to-end scripting and production** across **600+** instructional videos, including **on-set directing** of **400+** videos
- Guides and coordinates **15+ cross-functional team members**, including crews, SMEs, editors, talent, designers, and artists
- Designs new pre-production **planning strategies** (shot lists, script templates, and production spreadsheets) for curricula
- Creates accurate **production forecasts**, develops **multi-day production schedules**, and drives plans through to completion
- Supervises video post-production, acting as the **final content reviewer**, driving **2,000+ enhancements** in A/V editing
- Developed **company-wide production workflow systems** impacting **2,000+** videos, **30+** shoots via Jira, Vimeo, Smartsheet, etc.
- Organized **500+** hours of **archival b-roll** and transformed it into **180+ videos** without additional shooting

### NBCUniversal (Peacock)

World-leading media and entertainment conglomerate, owner of Peacock, a streaming service with 46M+ paid subscribers

#### Digital Operations Assistant

July 2022 – July 2023

- Performed creative and technical QC on Peacock ads, reviewing **3,000+ media assets** with a **100% defect-free delivery rate**
- Partnered with project managers to improve and capture QC operating metrics via Airtable

### The Robb Company

Boutique LA-based literary agency focused on film and television projects with a dedicated script development team

#### Script Development Associate

August 2021 – July 2022

- Evaluated, with script coverage, **60+ TV pilots** and **feature-length film** scripts, identifying and improving viable projects
- Scouted and vetted top writing talent, driving a **25% increase** in the agency's talent roster size
- Crafted **pitch decks** and **series bibles** in collaboration with the literary team for **4** curated **project pitches** given to producers

### Universal Attractions Agency

Prominent bi-coastal music and talent agency with top celebrity clientele, 60+ employees, and over 70 years of operations

#### Film, TV, & Theatre Assistant

September 2021 – March 2022

- Oversaw **60+ client signings**, growing the roster by **66%** through large-scale talent scouting (**7,000+ resumes and reels**)
- Managed **talent submissions** via Breakdown Express, driving a **300%+ increase** in overall audition invitations
- Edited **celebrity reels** in Premiere Pro, directly contributing to project bookings for prominent clients

## EDUCATION

### University of Connecticut, Bachelor of Science in Business Administration

August 2017 – May 2021

- Major:** Business Management with a Concentration in Entrepreneurship
- Minor:** Dramatic Arts

## PROFESSIONAL DEVELOPMENT

### New York Writers' Room Program Season 2 (JHRTS) – Writer

June 2024 – October 2024

### Mentorship Program (JHRTS) – Mentee

March 2024 – October 2024

### Venture Consulting Entrepreneurship Capstone – Consultant

January 2020 – May 2020

## CERTIFICATIONS

### Raindance Film Festival – Film Producers' Foundation Certificate

February 2025

### Creative Project Management Academy (CPMA) – Creative Project Management, Level I

February 2025

### California Institute of the Arts (CalArts) – Game Design: Arts and Concepts Specialization

January 2025

### Berklee College of Music – Music Business Specialization

December 2024

### New York University School of the Arts – Film and TV Industry Essentials

December 2021