

# SARAH UNDERWOOD

Charlotte, NC · (760) 887-6247 · sarah\_underwood@live.com · linkedin.com/in/underwoodsarah

I am aspiring to join the DGA with experience on-set assisting Directors and Producers manage talent and productions schedules within the entertainment industry. My experience working with the production teams at ATP media and Paramount Pictures translates well as I have gained new skills and knowledge of the industry along the way. A strategic thinker within a fast-paced environment who is highly effective at building results-oriented processes, as an individual contributor or within a team.

## EDUCATION

JAN 2009 - JUN 2011  
SAN BERNARDINO, CA  
**BA ADVERTISING  
MANAGEMENT**  
CALIFORNIA STATE UNIVERSITY

## COURSES & CERTIFICATIONS

SEP 2023  
**EVS OPERATOR BASIC  
TRAINING**  
EVS, NEW JERSEY

AUG 2021  
**FUNDAMENTALS OF DATA  
VISUALIZATION IN TABLEAU**  
UDEMY.COM

JUN 2021  
**SQL FOR MARKETING  
ANALYTICS**  
DIGITAL ANALYTICS ASSOCIATION

MAY 2021  
**MYSQL FOR DATA ANALYTICS  
AND BUSINESS INTELLIGENCE**  
UDEMY.COM

## ASSOCIATIONS

AUG 2023 - PRESENT  
CHARLOTTE, NC  
**GALS N GEAR**  
MEMBER

APR 2021 - PRESENT  
CHARLOTTE, NC  
**DIGITAL ANALYTICS  
ASSOCIATION**  
MEMBER

JUN 2021 - PRESENT  
CHARLOTTE, NC  
**WOMEN WHO CODE**  
MEMBER

## EXPERIENCE

AUG 2023 – PRESENT | MULTIPLE, UNITED STATES

### **EVS-RO, FREELANCE**

- ACC Men's Swimming & Diving Championships – Greensboro, NC – **EVS-RO, LBTV** (2024)
- ACC Women's Swimming & Diving Championships – Greensboro, NC – **EVS-RO, LBTV** (2024)
- Women's College Basketball, Ally Tournament – Charlotte, SC – **EVS-RO, ESPN** (Nov 2023)
- Men's College Basketball, Hall of Fame Tournament – Charlotte, NC – **EVS-RO, ESPN** (Nov 2023)
- BYB Bare Knuckles Boxing – Rockhill, SC – **EVS-RO, BSG** (Oct 2023)
- US Open Tennis Championships – Flushing, NY - **EVS Trainee, ESPN** (Sept 2023)
- Western & Southern Open, ATP Masters 1000 - **EVS Trainee, ATP Media** (Aug 2023)

MAR 2014 – PRESENT | MULTIPLE, UNITED STATES

### **SKILLED UTILITY/CAMERA ASSISTANT, FREELANCE**

- PaySafe Roll – Jacksonville, FL – **2<sup>nd</sup> Assistant Director/PA**, The Vault Studios (2023)
- NBA, Minnesota Timberwolves @ Charlotte Hornets – Charlotte, NC – **Skilled Utility, PPI** (2023)
- College Football, James Madison @ Coastal Carolina – Conway, SC – **Skilled Utility, ESPN** (2023)
- College Basketball, Myrtle Beach Invitational – Myrtle Beach, SC – **Skilled Utility, LTN** (2023)
- College Football, Jacksonville State @ South Carolina – Columbia, SC – **Skilled Utility, ESPN** (2023)
- College Football, Florida Atlantic vs Charlotte – Charlotte, NC – **Skilled Utility, ESPN** (2023)
- Bare Knuckles Fighting Championships – Columbia, SC – **Skilled Utility, LBTV** (2023)
- Major League Soccer, Mexico vs Ghana – Charlotte, NC – **Skilled Field Utility, PPI** (2023)
- College Football, Duke vs Notre Dame – Durham, NC - **Skilled Field Utility, ABC** (2023)
- College Football, NC State vs Louisville – Chapel Hill, NC - **Skilled Field Utility, ESPN** (2023)
- College Football, SC vs Mississippi – Columbia, SC - **Skilled Field Utility, ESPN** (2023)
- Monday Night Football Week 2 – Charlotte, NC - **Skilled Field Utility, ESPN** (2023)
- Monday Night Football Week 1 – East Rutherford, NJ - **Skilled Field Utility, ESPN** (2023)
- US Open Tennis Championships – Flushing, NY - **RF Assistant / EVS Trainee, ESPN** (2023)
- Western & Southern Open, ATP Masters 1000 - **Runner / EVS Trainee, ATP Media** (2023)
  - \* Assist Court Cameraman to ensure they remain hydrated & organize all supplies and meal prep
  - \* Operate EVS equipment conducting live replays on A, B, & C court
- **BNP Paribas Open, ATP Masters 1000 - ENG Assistant, ATP Media** (2023)
  - \* Assist Cameraman in all aspects of field and postproduction for World Feed
- **BNP Paribas Open, ATP Masters 1000 - Runner, ATP Media** (2022)
  - \* Assist Court Cameraman to ensure they remain hydrated & organize all supplies and meal prep
- **Miami Open presented by Itaú, ATP Masters 1000 - Camera Assistant, Amazon/IMG** (2019)
  - \* Assist Cameraman in all aspects of field production for Amazon's network programming
- **BNP Paribas Open, ATP Masters 1000 - Production & ENG Assistant, ATP Media** (2018)
  - \* Assist Cameraman and Editors in all aspects of field and postproduction for tournament services
  - \* Communicate effectively with edit based production team regarding scheduling with daily planning
- **BNP Paribas Open, ATP Masters 1000 - Production & ENG Assistant, ATP Media** (2017)
  - \* Assist Cameraman and Editors in all aspects of field and postproduction for tournament services
  - \* Communicate effectively with edit based production team regarding scheduling with daily planning
- **BNP Paribas Open, ATP Masters 1000 - Production & ENG Assistant, ATP Media** (2016)
  - \* Assist Cameraman and Editors in all aspects of field and postproduction for the London news
- **BNP Paribas Open, ATP Masters 1000 - ENG Assistant & Media Ingest Assistant, ATP Media** (2015)
  - \* Assist Cameraman and Editors in all aspects of field and postproduction for the London news
  - \* Communicate effectively with edit based production team regarding scheduling with daily planning
- **BNP Paribas Open, ATP Masters 1000 - Camera Assistant, ATP Media** (2014)
  - \* Conduct corporate interviews, including Sr. Global Marketing Manager of FILA & CEO of Rumchata
  - \* Conduct athlete interviews, including Roger Federer, Novak Djokovic, Rafael Nadal, etc.

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MEMBER

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CHARLOTTE, NC  
**WOMEN WHO CODE**  
MEMBER

## EXPERIENCE

JUL 2021 – DEC 2022 | CHARLOTTE, NC

### **DATA ANALYST II, FINANCE OF AMERICA MORTGAGE**

- Develop and deploy scalable analytics and reports for executives to reach business objectives
  - For the first time ever, create ranking reports on effectiveness of loan officer dispositioning within the CRM and finding those that succeeded without using the CRM, giving valuable insights to executive managers
  - Implement new BI initiatives utilizing Tableau that help define key metrics for retention efforts
  - Conduct ad-hoc analyses to identify and provide insights on bugs, missing data, & campaign eligibility
  - Build Tableau reports to help executives reach key insights on financial market trends/forecasts, strategic alternatives, and acquisitions
  - Improve business processes through automation
- \*Programs: SQL, Tableau, Power BI, Excel, Azure DevOps, MicroStrategy, Alteryx, AWS

AUG 2018 – JUL 2021 | CHARLOTTE, NC

### **REGIONAL MARKETING EXECUTIVE & DATA ANALYST, FINANCE OF AMERICA MORTGAGE**

- Establish initial MSR marketing dashboard to determine retention sales efficiency and report findings to Senior Management
  - Create and manage database and ad-hoc reports for marketing and CRM teams
  - Assist in start-up of corporate marketing agency with implementation of new workflow tools to increase productivity by 60%
  - Develop reports to analyze profitability and performance measures by 40%
- \*Programs: SmartSheet, ServiceNow

DEC 2014 – AUG 2018 | NEWPORT BEACH, CA

### **BRANCH MARKETING MANAGER, FINANCE OF AMERICA MORTGAGE**

- Build in-house marketing team within the start-up branch, developing & implementing marketing, and branch strategies
- Manage CRM and digital marketing campaigns for our three start-up branches

MAY 2014 – SEP 2014 | INDIAN WELLS, CA

### **WEB CONTENT ASSISTANT, DESERT CHAMPIONS LLC**

- Develop and manage content matrix for data transfer on a 200+ page website
- Test for bugs and usability within CMS and HTML coding to ensure site was ready for launch
- Manage digital ad spacing to reflect sponsorships sold for ATP, WTA, BNP Paribas, Rolex, and many more

SEP 2010 – APR 2011 | LOS ANGELES, CA

### **PRODUCTION & EDIT ASSISTANT, PARAMOUNT PICTURES**

- Manage production deliverable schedules, due & air dates, episode descriptions & legal documentation
- Review production schedules, scripts, rough cuts, and final screening prior to sending to CBS to air
- Collaborate with producers, editors, voice over talent, and outside GFX companies in all aspects of on-air promotion