

VANESSA GALLANT

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Professional Summary

Creative and strategic nonprofit leader with a proven track record of optimizing organizational performance, streamlining operations, and building high-performing teams. Adept at driving efficiencies, enhancing internal communications, and implementing innovative strategies to scale mission-driven organizations. Passionate about fostering employee development and creating impactful processes that drive organizational success.

Areas of Expertise and Skills

Operations & Strategy: Process Improvement | Non-Profit Organizational Strategy | Project Management

Leadership & Management: Team Leadership | Coaching | Talent Development | Cross-Functional Collaboration

Communications & Media: Video Production | Public Speaking | Strategic Internal Communications

Technology: Google Suite | Adobe Creative Suite | Project Management Tools

Experience

EFORALL(ENTREPRENEURSHIP FOR ALL) | LOWELL, MA - May 2017 - Present

Director of Operations - June 2022 - Present

Develop, maintain, and evolve organizational performance, frameworks, and strategy to drive well-informed decision-making. Collaborate across projects and teams to proactively monitor and maintain high levels of quality, accuracy, and process consistency. Strategically lead multiple teams, fostering employee growth through mentorship, training, and professional development initiatives while driving operational excellence.

- Direct cross-functional initiatives to enhance operations systems, processes, policies, and automation, optimizing resources and driving efficiency across departments.
- Manage end-to-end project lifecycles, creating and reimagining numerous SOPs that improved data accuracy, streamlined staff efforts, and increased compliance in programming, finance, and technology, resulting in more substantial business outcomes.
- Drive strategic employee growth within the Operations department by 50% through restructuring subdepartments, creating new roles, enhancing promotion opportunities, and strengthening overall support for the organization.
- Implement a tailored leadership approach, blending transformational and coaching techniques, to oversee 50 direct and indirect reports and drive long-term organizational growth.
- Manage the Operations Team's \$100K expense budget, consistently staying at or below target by implementing cost-saving measures and optimizing expense tracking processes.

Interim Chief Operating Officer - December 2021 - June 2022

In the absence of a COO and multiple programming leadership roles, led mission-driven decision-making efforts and maintained critical ongoing projects and tasks during the search for replacements.

- Oversaw daily activities and decision-making for the Operations and Programming Departments, including streamlining new and improved operational workflows, resulting in consistent or increased outcomes.
- Created and implemented a new SOP to optimize programming schedules, accompanied by a comprehensive program playbook defining KPIs for staff, leading to more apparent roles, responsibilities, and goal alignment.
- Led a team of over 30 staff members and received high praise for effective leadership.
- Collaborated with HR on personnel management, hiring, and performance evaluations, strengthening organizational alignment.
- Partnered with the executive team to maintain operational plans and continue implementing logistics to scale the organization nationwide.
- Supported the launch of one site and expanded two existing sites, increasing entrepreneurs served by 21%.

Operations and Video Production Manager - February 2020 - December 2021

A split role between creating video content for marketing EforAll's national expansion efforts and overseeing training new staff. In addition, supported the Chief Operating Officer in improving process design and provided programming support and continuous process improvement.

- Operations:
 - Collaborated with all department heads to craft effective written and video communications on organization-wide changes and updates.
 - Directed the transition of in-person programming to a video/remote model in 2020 in response to the COVID-19 pandemic, ensuring EforAll could continue serving 700 entrepreneurs while launching 3 new locations and three additional programs, which accounted for 372 of those entrepreneurs.
 - Developed organizational processes and policies, resulting in the creation of hundreds of templates that ensure stronger messaging and consistency in external communications across sites.
 - Created two sub-departments focused on providing hands-on support for program staff and one focused on training and onboarding for all new staff.
- Video Production:
 - Planned and executed all pre-recorded and live-streamed video content from concept through scripting, pre-production, production, and post for a range of functions such as training, testimonials, events, fundraising, and general promotion/marketing in English, Spanish, or Spanglish.
 - Collaborated with marketing, programming, technology, human resources, and development to create video content for internal and external purposes. Increasing internal alignment and providing dynamic materials for essential fundraising and pitch meetings.
 - Defined and oversaw video content branding guidelines across all content.
 - Directed various video series, improving social media engagement across multiple platforms.
 - Captured quality photos for social media and the website.
 - Oversaw a team of freelance videographers, graphic designers, animators, and other creatives who assist in various multimedia projects.

Multimedia Manager - May 2017 - February 2020

Solely managed video content and national publicity for marketing EforAll's programs and supervised marketing strategy efforts across all programs and teams. Collaborated with leadership on training documentation efforts and internal/external communication processes and improvements.

- Coordinated with all EforAll department heads to produce engaging external and internal video content.
- Directed all pre-recorded and live-streamed video content from concept through completion.
- Professionally executed video shoots with VIP and Celebrity supporters of EforAll such as Tariq "Black Thought" Trotter, Deval Patrick, Marty Walsh, Yancey Strickler, Desh Deshpande, Jill Shah, and Brad Feld.
- Improved EforAll's Youtube channel, increasing engagement by over 600% in 2018. Engagement increased significantly in the following years.
- Spearheaded efforts to create training documentation on program management to support the organization's nationwide expansion efforts.

STAPLES | FRAMINGHAM, MA - May 2015 - May 2017

Video Production Specialist

Worked closely with the C-level executive team, internal communications, HR, and marketing to formulate communication messaging to keep employees informed and engaged via the medium of video.

- Assisted with conceptualizing, scripting, designing, and coordinating the production of content for training, HR recruiting, and global communications for internal and external purposes.
- Set up and operated cameras (Sony EX1 and Sony A7SII), lighting, and audio equipment.
- Operated robotic cameras and ran an audio board during live-streamed webcast events.
- Collaborated with the in-house PR team to provide media training for C-level executives.
- Edited raw video, selected music, designed visual effects, and created graphics.
- Maintained, repaired, and troubleshoot equipment as needed.

WMCT-TV | MARLBOROUGH, MA - January 2011 - May 2015

Producer

Created content and oversaw daily operations of nonprofit regional news organization WMCT-TV, which reached over 40,000 local viewers across Central Massachusetts.

- Produced the award-winning monthly news magazine program, "The WMCT Magazine". Responsible for generating & developing story ideas, scheduling production shoots, shooting, lighting, conducting interviews, directing talent, overseeing production crew, creating scripts from collected footage, editing, color correcting, selecting and/or composing music, and creating graphics & animations. Encoded and exported for broadcast and the web. Utilized social media to promote programs and engage with viewers.
- Strategically managed the \$75,000 studio renovation budget, working closely with various contractors and handling much of the hands-on work myself, resulting in the creation of a state-of-the-art studio that opened up innovative and streamlined opportunities for the entire staff.
- Led a team of interns and part-time staff members to strategically assign projects that would allow for learning opportunities and professional development.
- Co-produced weekly local news broadcasts and directed regularly on a rotating schedule.
- Professionally interviewed and packaged political stories featuring state politicians such as Elizabeth Warren, Scott Brown, Deval Patrick, and Charlie Baker, as well as dozens of state representatives and state senators. All political stories were covered ethically in accordance with the rules and regulations for non-profit news organizations set by the FCC.
- Modernized graphics, green screen virtual backdrops, and opening motion graphic sequences for several WMCT-TV programs resulted in a well-received fresh and revitalized look and feel.
- Effectively troubleshooted, repaired, and maintained all edit stations, significantly cutting IT costs.

Consulting & Freelance Projects

"TOXIC POSITIVITY" - 2020 - 2022

Producer/Director

Produced a documentary film exploring the impacts of the COVID-19 pandemic on the United States public education system and how schools navigated reopening and virtual learning while battling the digital divide and the growing national mental health crisis.

- Conceptualized and storyboarded the concept for the film.
- Led research efforts by conducting over 100 informational interviews with parents, teachers, and students across the United States. Additionally partnered with Google to test Google Pinpoint to collect and analyze thousands of articles and scholarly papers on the topic.
- Created the film budget and secured a fiscal sponsor.
- Led fundraising efforts and pitched to organizations such as the Gates Foundation.

FREELANCE VIDEOGRAPHER/EDITOR - 2008 - 2020

- Provided clients with various production and post production services for live events, concerts, podcasts, web/TV series, short films, corporate, weddings, and music videos.
- Notable Clients: Comcast Sportsnet, Massachusetts Board of Health, Northshore Magazine, Pixability, "Allston Xmas" (web series), The Free Soil Arts Collective, and The Wandering Stage.

Education

BOSTON UNIVERSITY, Center for Digital Imaging Arts

Digital Filmmaking - 2009