
HADLEY E. KORN

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DOCUMENTARY AND DIGITAL MEDIA PRODUCER

Innovative media producer and PR professional with 10+ years of experience in the film and communications industry, including documentary and digital media development.

Core Competencies

Digital Media • Online Ad Campaigns • Facebook Ads Manager • Research • Social Media Messaging & Analytics • Press Releases • Oral Communication • Written Communication • Film Development & Production • Video Editing • Pre-Production • Post-Production • Pitching Stories • Booking Guests • Interviews • Strategy Development • Script Writing • Long-Form Documentaries • Team Leadership

SELECTED EXPERIENCE

A. Brown Olmstead Associates Atlanta, GA
PR & Media, Senior Associate 03/21-present

- Wrote and distributed press releases and internal communications for multiple clients including The Blackhall Group, The C.T. Vivian Museum and Archives, The Tomé Foundation, and The Andrew Young Foundation.
- Produced a panel event hosted by Don Lemon featuring Ambassador Andrew Young, Bernice King, Al Vivian and Steve Fiffer for the C.T. & Octavia Vivian Museum & Achieves (CTOVMA) and Christian Media Alliance.
- Produced a web series for the Blackhall Entertainment Group & Dekalb Entertainment Commission: “Blackhall Presents: The Entertainment Industry Career Series”
- Coordinated the creation of “The Many Lives of Andy Young” coffee table book, to be published in April 2022.

American University – *In the Executioner’s Shadow* Washington, DC
Graduate Assistant 2019-2020

- [*In the Executioner’s Shadow*](#) examines the consequences of the death penalty through three powerful stories.

RIGHT BRAIN MEDIA Los Angeles, CA / Washington, DC
Producer 2015–Present

- Developed a short horror film script along with 4 other filmmakers: planned and oversaw shoots, directed the production team, created decks, shot b-roll, created Kickstarter campaign, and pitched the film to digital distributors.
- Shot events and promotional videos for non-profits in DC such as [Leadership For Educational Equity](#) (LEE), the Survivant Organization, and [Community Residences](#).

LIGHTBOX ENTERTAINMENT (London/LA based non-fiction film and TV production company) Burbank, CA
U.S. Office Manager 2014–2015

- Managed daily administrative operations for the U.S. production office, booking guests and ensuring staff fulfilled respective job duties during production and off-production periods.
- Conceptualized and pitched show ideas, including a series on mental health in the women’s prison system and one on [illegally trafficked goods and animals](#) and the mini-series [The Runner Up](#) which aired on NBCU.
- Acted as executive assistant to co-founders Simon (UK) and Jonathan (LA) Chinn.

ENTERTAINMENT INDUSTRY FOUNDATION Los Angeles, CA
Digital Producer—Stand Up 2 Cancer 2014 2014

- Launched the first live “digital lounge”—where celebrities interacted directly with viewers—for the 2014 Stand Up 2 Cancer broadcast. This boosted viewer engagement and increased donations by \$30M over the previous show’s level.
- Interviewed and filmed talent, authored tweets for celebrities

- Wrote and distributed press releases and internal communications for multiple clients including The Blackhall Group, The C.T. Vivian Museum and Archives, The Tomé Foundation, and The Andrew Young Foundation.

BRAVE NEW FILMS (nonprofit progressive media organization)

Culver City, CA

Producer

2013–2014

- Researched, developed, conducted interviews, filmed, and maintained post-production schedules for the long-form documentary [Koch Brothers Exposed: 2014 Edition](#) in partnership with [moveon.org](#). This film was screened by Senators Bernie Sanders and Harry Reid at the U.S. Capitol Visitor Center.
- Designed the *Koch Brothers Exposed* [social media campaign](#), achieving 34,000 Facebook likes, 5 million Facebook impressions and nearly 1,000 press hits. Collaborated with graphic designers for multiple films.
- Researched and wrote short film scripts for the Prison Reform Campaign, helping develop the documentary [To Prison for Poverty](#) which shined a light on [those profiting off of mass incarceration](#).
- Crafted the social media strategy for the Prison Reform Campaign, resulting in 72,400 YouTube views, 279 million Facebook impressions and 30 film screenings organized by the United Methodist Church.
- Wrote articles for Prison Reform Campaign website, published on [Medium](#).

MOVIE PACKAGE COMPANY (film financing and production company)

Santa Monica, CA

Executive Assistant

2012–2013

- Handled all administrative operations, including organizing executive schedules, drafting correspondence, and hiring new staff as well as tracking spending and the production schedule.
- Reviewed and wrote detailed summaries on scripts, pitching ideas and providing feedback to producers.
- Managed company Facebook and Twitter accounts.
- Directed Kickstarter campaigns for feature films, raising \$200K to cover minor production costs.

Annenberg TV News (ATVN), The University of Southern California

Los Angeles, CA

Assignment Desk Editor

2009-2012

- Selected, developed, and planned reporting assignments for USC’s news station.

EDUCATION AND TRAINING

- **Candidate for Master’s** in Film and Media Arts, American University, Washington, DC **2019-2021**
- **Bachelor of Arts** in communication and psychology, University of Southern California, Los Angeles, CA, **2012**
 - **Annenberg TV News**, Assignment Desk, University of Southern California **2010-2012**
- Writing for Film, University of California Los Angeles, Los Angeles, CA, **2016**
- Avid Editing Essentials, Moviola, Los Angeles, CA, **2014**

ADDITIONAL INFORMATION

- **Professional Organizations:** Women’s Information Network 2018-present; Junior Hollywood Radio & Television Society, 2012–present
- **Technical Skills:** Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook); Adobe Suite and Premiere; Avid Media Composer; WordPress; Squarespace; Movie Magic; Final Draft; Mac and PC; Social Media & YouTube
- **Nonprofit Board:** Steer Smart (<http://steersmart.org>), Atlanta, GA, 2019-present.