

# Maria Collette Sundeen

## STORY PRODUCER. WRITER.

Details Los Angeles, United States  
+1-323-333-5439  
mcs@museworks.tv

**Storytelling & engagement.** Accomplished communications strategist and film/video producer. Extensive experience in documentary, short, feature, and promotional productions. Skilled in research and story development. Includes creation of communications plans and materials, broad media background, and production expertise.

- 10+ years producing communications and marketing campaigns and materials from the ground up.
- Experienced in the full production pipeline. Expertise in managing the development process, narrative storytelling, and post-production creative direction, including animated sequences.
- Ability to forge and maintain strong relationships with creatives, media, vendors, and senior executives.
- Adept at creative messaging, outreach, and production across multiple media channels.

### Communications Experience

#### STRATEGIC COMMUNICATIONS CONSULTANT

MUSEWORKS, SF Bay Area/Los Angeles, CA (2005-present) – Develop strategic media and related communications plans supporting marketing, branding, PR, crisis communications & outreach. Worked with Pivohound Communications, Frame of Mind Films, Habitat Media, etc.

#### PRINCIPAL MARKETING ADMINISTRATOR

LIBRARY, ARTS & CULTURE, Glendale, CA (2018-2020) – Planned and managed outreach, programming and events. Managed the ReflectSpace Museum Gallery and established relevant programming, including panels, author talks and film screenings. Liaison to city Arts and Culture Commission and developed two-year Urban Arts Work Plan. Cultivated partnerships with peer arts and culture organizations. Lead in developing campaigns and a new website.

#### MARKETING & COMMUNICATIONS MANAGER

AMERICAN AgCREDIT, Santa Rosa, CA (2008-2017) – Strategic planning and execution of all internal and external communications for a \$9b nonprofit cooperative. Served as the lead in all public & media relations, photo/video production, printed and digital communications, branding, and social media. Produced all video and photo campaigns. Developed and produced branded series for web, promotion, and broadcast, including Five Farm Families, and Ag Education series for PBS.

### Select Production Experience

#### PRODUCER

“Save Yourself!” — Hybrid Narrative/Doc for Gamechanger Films, in post-production (2021-present)

- Creative Producer— Develop story content. Find, interview and secure locations & sources.
- Create and write material for Bible, Pitch docs, Production summaries, sizzle, etc.

#### ASSOCIATE PRODUCER / RESEARCH LEAD

“A Fashion Tale” — 4-part doc series for Disney+ (2021-2022) Hybrid Narrative/Doc

- Producer— Developed story content. Disney brand liaison. Identified opportunities for collaboration.
- Research lead— Led 3 researchers & archivist to identify topics, issues, and sources.
- Writer for Bible, Pitch docs— Coordinated team notes. Wrote and designed summary docs and pitch pieces.

#### PROMO PRODUCER (*Exhibit. Corporate. Performance. Teaser.*)

- “We Are Traffic” — Live performance video for exhibition at the Edinburgh Fringe Festival, 2021.
- “Gone” Series — Proof of Concept Teaser (for Peacock TV), 2019 - Based on the Gone series IP
- ReflectSpace Exhibit promo spots — Produced for Glendale Library, Arts & Culture, 2018-2019
- “Ag Education” Series — Produced for American AgCredit, Broadcast on PBS (90 second spots)
- “Generations,” Series — Produced for American AgCredit, Web shorts (2-4 min spots)
- “Hernando de Soto: Development Within the Global Economy” — Produced for the Alaska Federation of Natives (AFN), *includes animated segments*

## CONSULTING PRODUCER

(*Writing. Development. Public Relations. Outreach.*)

- “The Great 14th: Tenzin Gyatso” — Documentary for Frame of Mind Films, dir. Rosemary Rawcliffe. Emmy-nominated, 2019. PBS
- “The Great Mother” — Documentary for Frame of Mind Films, dir. Rosemary Rawcliffe. Emmy winner. PBS \* Assistant Producer
- “The Heart of the Game” — Documentary dir. by Ward Serrill. Created outreach plan and promoted screenings for specialty markets and select audiences. Amazon Prime

## Media Experience

### KRCB (*PBS affiliate*)

Board Director (2015-2018) – Rohnert Park

### C|Media Television

Board Director, (2008-2014) – Santa Rosa

### Marin Community Media

Board of Conveners, (2006) – San Rafael

### Producer/Associate Producer

C|NET-TV – San Francisco

### Assignment Coordinator

CNN, San Francisco

### Staff Writer/Reporter

Gazette Newspapers, Long Beach

Bay City News (*wire service*), San Francisco

### Editor-in-Chief

The Courier, Monterey

## Technical Skills

### Computer

Mac/PC: Office (Word, Excel, PowerPoint)

G-Suite (Drive, Docs, Sheets)

### Web-based Programs

AirTable

Asana

Google Analytics

Social Media

Salesforce

### Languages

French

Swedish

### Digital & Design

MailChimp / Constant Contact

Canva

Adobe Creative Suite: InDesign, Illustrator, Premiere

Meltwater (*media monitoring*)

Content Mgmt: Wix, Weebly, WordPress

## Education

### Master of Arts (MA)

Monterey Institute of International Studies, Monterey, CA – *International Policy & French Studies*

*International Business* – L’Institut de Formation Internationale (IFI)/ NEOMA, Rouen, France

### Bachelor of Arts (BA)

California Polytechnic University at Humboldt, Arcata, CA – *Journalism*

*International Communications* – Uppsala University, Uppsala, Sweden