

# NEVIN PANJWANI MILLAN

Head Of Content, Content Director, Strategist, Senior Producer, Head Of Production, Writer, Storyteller, VP of Content

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With over two decades of diverse experience across content creation, storytelling, film production, creative direction, and content strategy, I'm excited to offer my vision, leadership, and results-driven approach. My multifaceted background coupled with my capacity to increase engagement and develop impactful content campaigns is evidenced by the successes detailed in my resume. The spirit of my motto: *"Intellect and logic meets creativity and innovation"* resonates within every project I'm honored to lead. Whether forging engaging narratives for social change or driving massive growth for digital platforms, I adapt and excel. Not only that, I've been a passionate, active advocate for Diversity, Inclusion, and Sustainability for over 20 years. I'm eager to contribute my expertise towards creating compelling content that embodies and elevates the mission of growth-oriented, purpose-driven companies.



## Work History

**Jan 2018 - Mar 2024** **VP of Content / Head of Production / Senior Producer / Writer /Project Manager**  
*Bison Tiger (various contracts), Los Angeles, CA*

- Produced OTT commercials, sizzles, cutdowns, print and social content campaigns for various new SharkNinja product launches. Sales beat forecasts by over 125%. Hired and managed key team members to achieve vision and hit KPI targets. **WINNER GOLDEN ADDY AWARD 2024 & TWO BRONZE ADDY AWARDS 2024**
- Created/Produced/Directed PILOTS for Green Matters - "Sustainable Home" / "Vegan vs. Carnivore" / "Produce Section Challenge". Increased Green Matters social following by 200%.
- Produced Photo / Social Video shoot for Clear Blue. 330% increase in user engagement.
- Production Consultant - AT&T / HBO Commercial
- Produced/Directed Instructional dance video class for online rollout.
- Produced/Wrote/Directed short film during pandemic. Guided it through successful, award winning festival run
- Creative Directed before/after videos for social rollout for interior designer. Led to 497% increase in business inquiries.
- Content direction for corporate web content, social media, presentations, and collateral
- Standardized production procedures, job roles, and quality assurance guidelines.
- Created streamlined production schedules and collaborated with production employees to communicate objectives and goals.

**Mar 2022 - May 2022** **Director / Producer/ Writer**  
*CreatorUp (contract), Los Angeles, CA*

- Wrote, produced, and directed hundreds of educational videos for "McGraw-Hill"
- Led to 630% more engagement and 120% increase in user school performance.

- Remained highly composed and calm in very fast-paced, stressful and constantly changing environments to provide optimal leadership and achieve desired results.
- Conducted meetings with staff to discuss production progress and to attain production objectives.
- Reviewed scripts to determine most appropriate methods to use for directing both talent and crew.
- Participated in meetings with producers and production crew to keep program in step with creative vision.
- Developed project budgets and managed production costs.
- Presented production ideas and determined creative scenarios for production and delivery.

### Mar 2017 - Feb 2023 **Senior Producer**

2023

*Laundry Design (various contracts), Los Angeles, CA*

Provided input and direction to employees regarding projects and tasks.

- Drafted production schedules for every department on production team.
- Kept up to date on client requests throughout creative process.
- Maintained project costs through careful budgeting and monitoring of expenditures.
- "Intuit / TurboTax" digital asset volumetric 3D capture shoot
- "Honda / Little League" commercial shoot. 300% spike in social engagement
- "Dole Dippers" commercial shoot. Product sales increased by 57%.
- "ProFlowers" commercial shoot. Holiday campaign increased sales by 63% compared to previous year.
- "Sherwin-Williams" commercial shoot
- "Pocky" commercial shoot. Product sales increased by 64%.
- "AirBnb" commercial shoot
- Assist Executive Producer with bidding process, including budgeting

### Mar 2017 - Feb 2023 **Content Director / Creative Project Manager**

2023

*Headroom For Days (various contracts), Los Angeles, CA*

- Partnered closely with senior leadership and creative team to accumulate and disseminate best practices.
- Oversaw technical production and implementation of online creatives.
- Managed and mentored internal team of digital designers and extended team of regular freelance designers.
- Maintained timeline and budget guidelines for daily operations and all projects.
- Audited websites and content and made recommendations based on best practices for content, design, and branding
- Produced aesthetically pleasing, easily producible and fresh creative content.
- Hired, developed and managed creative services team of internal employees and freelancers.
- Implemented CMS and e-commerce solutions per client specs and requests.
- Copywriting for web content and collateral

### Mar 2014 - Mar 2017 **Senior Producer**

2017

*Star-Beast Digital, Los Angeles, CA*

- Cooking videos for Social rollout for "The Frisky" starring celebrities led 225% spike in user interaction
- VFX shoot for ESPN
- Carbonaro Effect" Opening Credits VFX shoot
- CVS commercial shoot led to 175% increase in customers for promoted service
- Video Game "Elder Scrolls" commercial shoot led to 435% increase in product sales
- Short film (sci-fi) - "The Ferryman"
- Assist Executive Producer with bidding process, including budgeting
- Drafted production schedules for every department on production team.
- Worked with creative team to find perfect locations for creative projects.

**Aug 2012 - Aug 2014 Creative Director / Producer / Project Manager**

**2014** *Cinémai, Los Angeles, CA*

- Produced / Creative Directed TV Network promos, as well as advertiser cross-promotion spots
- Resulted in 1200% increase in viewers and 3000% increase in viewer impressions
- Produced social media content, as well as sponsor procurement packages
- Project Managed / Creative Directed brand, award, promo videos and style guide for International Fashion Film Awards
- Developed and initiated projects, managed costs, and monitored performance.
- Managed projects from procurement to commission.
- Planned, designed, and scheduled phases for large projects.

**Aug 2011 - Aug 2012 Line Producer**

**2012** *Rabbit Content, Los Angeles, CA*

- Three Commercial spots for Natural Light Beer
- Commercial shoot for Conrad Hotels (Hilton)
- Analyzed scripts, determined cost of production and broke down screenplay into schedules.
- Monitored production costs to keep in line with approved budget.
- Estimated budgets and production expenses for project using careful analysis.
- Obtained insurance for production and managed pre-production processes.

**Jan 2011 - Aug 2011 Co-Producer**

**2011** *Ricky Blitt Productions (short-term contract), Los Angeles, CA*

- **Comedy pilot** "Being Bin Laden", starring Fred Savage & Steven Weber, written by Ricky Blitt.
- Produced, locked locations, procured talent, logistics, permits, and managed the budget.

**Jan 2009 - Mar 2009 Senior Video Producer**

**2009** *Push Button Go Boom Productions (short-term contract), Los Angeles, CA*

- **3 Music Videos** for rock band "Domenica". Produced, locked locations, crew, rehearsals, stunts, and VFX. Acquired permits and equipment.
- Managed budget & logistics through post-production and delivery.

**Jan 2006 - Jan 2008 Director / Producer**

**2008** *Antiquitas Pictures, Los Angeles, CA*

- Oversaw operations and provided corrective feedback to achieve daily and long-term goals.
- Monitored and coordinated workflows to optimize resources.
- Formed strategic partnerships and connected with potential clients to drive business development.
- Produced and Co-Directed 2 short films "Balance" and "In Another Time" resulting in successful film festival runs, awards, and accolades.

**Oct 2002 - Oct 2005 Content Director**

**2005** *FrequencyMagazine.com, Miami, FL*

- Head of Content Creation for emerging new media digital/online market strategies and branded content.
- Initiatives led to 2000% increase in visitors and 500% increase in user database.
- Edited and proofread content for accuracy and readability.
- Conducted regular content audits to identify gaps and redundancies of content.
- Assisted in creating and implementing user-friendly and SEO-driven content guidelines.
- Developed and managed content calendar to meet deadlines and engagement goals.
- Approved, reviewed, and edited content flowing to website.



## Education

Jan 2001 - May 2002 **Master of Arts: Film Production & Screenwriting**  
*University of Miami - Miami, FL*

Jan 2000 - May 2001 **MBA: Marketing & E-Commerce**  
*University of Miami - Miami, FL*

Aug 1995 - Dec 1999 **Bachelor of Science: Electrical Engineering**  
*University of Miami - Miami, FL*

- Minor in Business Management
- Member of Lambda Chi Alpha
- Member of Tau Beta Pi engineering Honor Society
- Elected to Educational Programming Director for Student Government in 1998
- Member of Varsity Crew Team



## Skills

Storytelling, Filmmaking, Creative, Screenwriting

Project Management, Leadership, Management

Adobe Creative Suite

Social media, Slack, Asana

Microsoft Office & Google Docs Suites

Final Cut Pro, Adobe Premiere Pro, Audacity

HTML5, CSS3, Wordpress, CMS



## Accomplishments

- Roddenberry Foundation Impact Awardee
- Tennessee Williams Poetry Contest Winner (2020)
- Featured Panelist at Comic-Con 2019 & 2021
- Guest Speaker at Mensa Regional Conference 2022



## Certifications

Oct 2022 Leadership Training

May 2008 Mensa Member

Mar 2002 Certified Six Sigma Green Belt

Jun 2001 ACE Certified Specialist



## Languages



Conversational in French and Spanish | Some Croatian



## Interests



Sustainability



Outdoors



Plant-Based / Vegan



Animal Rights



Nutrition / Health



Art History



Literature & Poetry



Athletics / Fitness



Yoga & Meditation