

ALICIA COCCHI



CREATIVE PROFESSIONAL



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EDUCATION

INDUSTRIAL ARTS/PRINT DESIGN

San Francisco State University
Cum Laude

TECHNICAL SKILLS

After Effects



Premiere



Photoshop



Illustrator



AWARDS / ACHIEVEMENTS

NATAS EMMY NOMINEE-2017

Editor
The Backstory

NATAS EMMY NOMINEE-2016

Editor
The Backstory

NATAS EMMY NOMINEE-2016

Producer/Editor
Selma to Ferguson: What Has Changed

WORK EXPERIENCE

AMP Story Producer

WIRED Magazine / San Francisco / October 2017 – Present

AMP Stories is a new venture for Google to offer publishers a vertical and visual format for storytelling. WIRED was an early partner in both publishing on the platform and advising product strategy.

- Served as project management lead for WIRED's collaboration with Google AMP Stories overseeing all editorial selection, story production, publishing schedule and performance monitoring.
- Crafted and implemented systems to keep editorial vision nimble and able to change with platform development and evolving audience interests.
- Led with strong enthusiasm for developing quality storytelling on emerging digital platforms while simultaneously growing and advocating for a unified team. Cultivated relationships and efficient workflows across departments (copy, design, video, photo, legal, finance) to shift newsroom to new, digital-first model.
- Animated, designed, illustrated and edited complete biweekly editions in new vertical storytelling format.

Producer/Editor/Writer

KRON4 / San Francisco / 2007 – 2017

Editor of reality show *The BackStory* April 2015-July 2017

- Process and log all footage, craft story arch, optimize for quality.
- Push the newsroom to adopt digital-first tendencies and consider younger demographics to ultimately broaden KRON's footprint and revenue.
- Presented edited work in formal critique process, defend choices while maintaining flexibility and openness: guaranteeing final product quality.
- Worked as producer on 25+ live shows including live broadcasts of New Year's Live, Bay to Breakers, and Blue Angels Live.

Commercial production April 2010-April 2015

- Interviewed clients to fully understand company backstory, distilled context into 15-120-second scripts to engage and inform potential customers targeted to a local demographic.
- Presented scripts to high-profile clients (including Mercedes and Ritz-Carlton), solicited granular and big-picture feedback, and re-edited script and concept to align with clients' goals.
- Coordinated date, crew, and venue for shoot; Confirm and communicate run of show for both the crew and the client, incorporating both parties' feedback into the plan.
- Functioned as script supervisor to optimize timing, pace and adherence to script.

Writer/Producer October 2007-April 2017

- Led project teams of up to 30 people.
- Researched the plastic surgery industry, established quality contacts for expertise and on-screen talent.
- Wrote script for host, and crafted bespoke story arches for host to engage with episode's expert.
- Crafted weekly rundown to plan out show schedule down to the second, made executive calls on all last-minute changes to accommodate content.
- Functioned as script supervisor to optimize timing, pace and adherence to script.