# Lea.Z.Scruggs@gmail.com | (213) 290-4493 Portfolio: LeaZora.com

### **EXPERIENCE**

## **Kuumba Club** | Founder & CEO – Los Angeles, CA | June 2023 – present

In Swahili, Kuumba means creativity. Kuumba Club is an arts & crafts based wellness company. that provides transformative workshops & retreats to build community & foster creativity.

# FILM 45 (William Morris Endeavor)

Senior Producer / Director of Programming – Los Angeles, CA | June 2022 – May 2023

- Developed & managed production of premium music, crime & sports documentaries.
- Wrote scripts and oversaw edit for the NFL Colts, Mental Health campaign.
- Volunteered as an ERG Lead for West Coast employees & community events.

# **SHOOTING**

**SKILLS** 

Proficient shooting in vérité style with Canon 5D, Canon C100, C300 MKII & Sony Alpha a7R

## **VICE Media Group**

Producer & Director – Vice News Tonight - Los Angeles, CA | January 2020 – June 2022

- Field produced, pitched & wrote scripts for breaking news & cultural stories weekly.
- Developed & supervised doc series including: Trauma: Black Mental Health post George. Floyd, Receiver: a live pandemic music show in collaboration with Noisey, a special on modern trailblazers for Black History Month & Free Drugs: a series on psychedelics.
- 2021 Emmy Award Winner Outstanding Newscast (Producer) & ERG Co-Lead.

Associate Producer – Viceland's "The Ice Cream Show" | Venice, CA | August 2017 – Nov. 2017

Field produced, researching & casting characters for stories based in California & NYC.

#### **EDITING**

Proficient editing on Adobe Premiere pro, Final Cut X, Experience with Adobe Light room & Adobe Audition.

### **BuzzFeed Studios**

Video Producer, Editor, On-Camera Host – Los Angeles, CA | January 2019 – January 2020

- Shot, edited, produced & directed viral video content for social platforms.
- On-camera talent/host for YouTube channels & various other internal platforms.
- Selected member of Emerging Leader Program & BIO West, Employee Resource Group.

### **SOCIAL MEDIA**

Active on TikTok, Instagram, Twitter & YouTube as a reporting tool & news/media content aggregator.

# National Geographic Channel (Nat Geo)

Producer – "Wicked Tuna: Hooked Up OBX" Season 5 | Los Angeles | April 2018 – Aug. 2018

■ Wrote & produced even episodes for post-production scripts.

Producer - "Wicked Tuna: Hooked Up" Season 7 | Los Angeles | Nov. 2017 - April 2018

■ Developed & researched pop up facts & side stories for on screen graphics.

Associate Producer/Segment Producer – "RACE with Jay-Z" | Los Angeles | April 2017- May 2017

Produced segment on black women's health, education & political activism in America.

Associate Field Producer – "Explorer" Documentary Series | NY, NY | May 2016 – April 2017

- Pitched & developed investigative, medical & lifestyle/entertainment stories
- Field produced, casted/interviewed characters for domestic & international shoots.
- Coordinated filmed permits, carnets, schedule/call sheets & deliverables

### **MARKETING / PR**

Writing for grant proposals & pitches. Email marketing campaigns, YouTube & Facebook analytics for improving viewership engagement, & fundraising through sponsorships & donations.

### Radical Media / DIVIDED Films

Associate Field Producer – "America Divided" | New York, NY | November 2015 – May 2016

- Developed stories Executive Produced by Norman Lear, Shonda Rhimes & Common.
- Casted characters, coordinated locations, managed crews, media & deliverables.

## The New York Times (T-Brand Studios)

Associate Producer – Efran Films / T Brand Studios | | New York, NY | Sept. 2015

- Developed & field reported story about the intersection of Hurricane Sandy & poverty
- Worked with Ben & Jerry's producer's to cast people affected by climate change.

Associate Producer – Women in the World/Tina Brown Media | NY, NY | Jan. 2015 – Sept. 2015

- Casted panelists & inspiring stories for sponsor brands like Dove, Toyota & Merck.
- Researched, pre-interviewed panelists for national & international conferences.

# **EVENT PLANNING**

Moderate experience producing large scale events. Publicity for creative & corporate clients.

1

# LEA ZORA SCRUGGS

Lea.Z.Scruggs@gmail.com | (305) 469 – 9835 Portfolio: LeaZora.com

## Atlantic Media – Quartz

Video Producer | New York, NY | September 2015 - Nov. 2015

- Shot/produced & edited viral 1-3 minute science/tech & profile videos.
- 5+ million views to date on Facebook & YouTube

# The Village Voice

Producer / Editor / Correspondent | New York, NY | June 2014 - October, 2014

■ Shot/produced, edited & occasionally hosted 15 vérité style, short documentaries for the food, music & news.

# **Born Into This - Independent Documentary Film**

Co-Director/Producer, Shooter & Editor | New York, NY | January 2014 – January 2017

Award-winning documentary about Junior "Sugar Boy," Younan a 19-year-old boxer from Brooklyn.

### **VHI - Ish Productions**

Production Assistant | Miami, FL | March 2013

Assisted producers & managed talent on the set of "Heat," a pilot docu-reality show based in Miami.

### CNN

Production Assistant / Intern | Atlanta, GA

In America w/ Soledad O'Brien Documentary Production Assistant | January 2012 - April 2012

Assisted producers on Black & Latino Voters - In America documentaries on voter suppression

Newsroom Intern | 12pm Show w/ Randi Kaye | October 2011 – December 2011

- Researched topics, pitched daily news stories & assisted anchors & guests.
- Produced & wrote more than 15 short stories for "Globe Trekking," & "Street Level" segments.

### **AWARDS & HONORS**

- 2021 Emmy Award Outstanding Newscast VICE News
- 2018 Planned Parenthood Media Excellence Award Jailed For Miscarriage National Geographic Studios
- DuPont/Crichton Award, Honorable Mention, Born Into This Columbia Journalism School
- "Outstanding Producer Documentary/Reality," Born Into This Gracie Award Alliance for Women in Media
- "Outstanding Director Documentary/Reality," The Harlem Quartet Gracie Award Alliance for Women in Media
- Best General News Reporting (Newspaper) The Harlem Quartet NABJ Salute to Excellence
- Best Documentary, Born Into This 9th Red Hook International Film Festival
- Best Sports Documentary, Born Into This Atlanta International Documentary Festival
- Audience Award Short Documentary, Born Into This 18th Brooklyn Film Festival

### **EDUCATION & TRAINING**

### **HOSTILE ENVIRONMENT & EMERGENCY FIRST-AID TRAINING (HEFAT)**

Civil Unrest/Active Shooter, safety skills & first-aid course for journalists covering civil unrest & other contingencies.

# **COLUMBIA UNIVERSITY GRADUATE SCHOOL OF JOURNALISM, M.S. | New York, NY**

Coursework included digital, photography, scripted & non-narration video, & documentary film production. Selected for the 3<sup>rd</sup> semester documentary film program. Served on the boards of the Association of Black Journalists & Women In Media.

## SPELMAN COLLEGE B.A | Atlanta, GA

Coursework included U.S. Literature, media studies, dance & pre-medical sciences. Produced video about sea turtle conservation trip to Costa Rica. Served as an editor for the campus newspaper & producer for the student television program aired on Comcast 23.