

Kim Ferraro

635 S. Broadway "Handelman Gatehouse", Tarrytown, NY 10591
Seinesal@gmail.com | 646 · 247 · 8246

DIRECTOR/CREATIVE DIRECTOR

Award-winning Director, Writer, Producer with 20+ years in entertainment marketing for leading TV networks and brands. A hands-on creative leader adept in crafting compelling content and guiding teams to bring ideas to life. Balances creative vision and execution, actively participating in the creation process while inspiring and mentoring teams. Committed to delivering projects from concept to completion with exceptional quality and impactful storytelling.

PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR

PARTNERSHIPS/A+E NETWORKS, New York City 2023-PRESENT

Lead the development and execution of tailored creative campaigns that bridge external brands and our networks: A&E, Lifetime, History, and HMN. Collaborate with Ad Sales from ideation to production to craft brand-aligned content that meets client goals and enhances viewer engagement across all platforms. Guide the entire production process—from scripting and directing to post-production—to deliver innovative, best-in-class campaigns.

PROJECT HIGHLIGHTS

DIRECTOR: CHILI'S X LIFETIME "I'LL BE HOME FOR NATIONAL MARGARITA DAY" 2024

Directed a 15 minute "branded story" that parodies a Lifetime holiday movie featuring Maria Menounos, as the big-city lawyer who returns to her small town for the popular National Margarita Day holiday and finds love again with her former flame, played by Taye Diggs, the Chili's bartender. Together they help save the town from an evil developer who threatens to destroy their beloved holiday.

DIRECTOR: CAMPBELL'S X LIFETIME "A SPOONFUL OF JOY" 2023

Directed a 6:30 'branded story' starring Tatyana Ali as a single mother who discovers that her non-verbal, autistic son's passion for cooking brings them closer together. The short film premiered during Lifetime's "It's a Wonderful Lifetime" holiday programming. It's been praised for its heartfelt storytelling and commitment to representing the neuro-diverse community. To date, the film has won the Gold at WARC, North America, a Silver at GEMA, North America and 2 Bronzes in Global. It was also shortlisted for the 2024 Clio Awards in Branded Entertainment.

CREATIVE DIRECTOR:

HISTORY, New York City 2011-2023

- Led the development and execution of over 100 high-impact campaigns for top History shows, from concept to delivery, aligning with and strengthening the network's brand identity. Delivered award-winning work that earned significant industry recognition and positive press.
- Created and managed comprehensive campaign elements, including image spots, trailers, teasers, logo design, graphics, key art, brand promotions, social content, short-form videos, and behind-the-scenes features.
- Directed creative campaigns for some of History's most notable scripted dramas, including live-action shoots featuring A-list talent for various marketing elements.
- Applied a passion for storytelling to craft compelling campaigns, collaborating closely with show creatives and talent to gain deep insights into narratives and character development.
- Cultivated and maintained strategic relationships between the network and external production teams.
- Initiated projects with thorough research, including script analysis, viewing dailies, and conducting interviews with showrunners, writers, and actors.

PROJECT HIGHLIGHTS

HATFIELDS & McCOYS

Led the campaign for History's first-ever scripted drama featuring Kevin Costner, Bill Paxton, Tom Berenger, and Mare Winningham. Worked on location in Romania to collect essential assets, conducted interviews of all cast, produced the first-look trailer that set the graphic, musical, and narrative tone, and oversaw production from start to finish with a team of writers and producers. The show achieved record-breaking ratings with over 14 million viewers, earning PROMAX Gold and Bronze awards.

BONNIE & CLYDE

Directed the image spot and video portraits for the cross-brand campaign across History, Lifetime, and A+E, featuring William Hurt, Holly Hunter, Emile Hirsch, and Holliday Grainger. Creatively managed teasers, promos, and trailers, and collaborated with recording artist Nico Vega on a cover of "Bang, Bang" for the campaign's sonic branding. The premiere attracted 9.8 million viewers and won PROMAX Silver and Bronze awards.

ROOTS

Responsible for the campaign of the reboot of the monumental miniseries, featuring Malachi Kirby, Rege-Jean Page, Laurence Fishburne, Forest Whitaker, Anna Paquin, and LeVar Burton. Managed all campaign elements, including teasers, trailers, special shoot image spots, and an integrated spot with 23andMe. Directed cast and crew interviews and shot behind the scenes. Produced the hour-long documentary ROOTS: A NEW VISION, which detailed the adaptation of Alex Haley's work for a contemporary audience. The premiere drew 7 million viewers, with multiple short-form pieces earning Emmy nominations and the documentary winning the NAACP Award for Best TV Documentary.

KNIGHTFALL

Launched History's scripted drama series, featuring Tom Cullen, Ed Stoppard, and Jim Carter. Led an extensive campaign with over 40 creative pieces, including a high-impact CGI shoot by King and Country, filmed in Croatia, the Czech Republic, and France. Directed a :60 image spot with the show's top talent as well as video portraits of cast. The series ranked among the Top 3 Cable Launches of 2017.

PROJECT BLUE BOOK

Led the marketing campaign for History's series Project Blue Book, starring Aidan Gillen and Michael Malarkey. Directed multiple image campaigns featuring the lead talent, including a notable three-minute piece that vividly reenacted the Roswell incident and a "PSA" to 'watch the skies and report any strange phenomena'. The series premiered to strong viewership, with the first season averaging 3.23 million viewers per episode, making it one of History's top-rated scripted series at the time.

FREELANCE DIRECTOR/PRODUCER 1998-2011

OWNER WANDERLUST FILMS, New York City

Built thriving freelance business, handling diverse projects for wide array of clients including: Leopard Productions, AMC, EPIX, Showtime, Sundance, IFC, Fuse, WE, Discovery Kids, SciFi, USA, VOOM HD Networks, and Sony Music. Handled all aspects from initial concept, writing, directing, interviewing, and post-producing, to overseeing graphics, effects, and sound design.

PROJECT HIGHLIGHTS:

"IT TAKES A LUNATIC"- DOCUMENTARY ON WYNN HANDMAN

CO-DIRECTOR: Told the story of famous acting teacher and creator of Off-Broadway theater "The American Place Theater"

HOUSE HUNTERS INTERNATIONAL

Directed stories in Toronto, Canada and Glasgow, Scotland

EQUATOR HD

Directed interviews and shot content for short segments and brand campaigns to establish the brand of a new travel network. Traveled across 6 continents- focusing on culture and religion in New Zealand, Thailand, Russia, Morocco, and Peru.

"EARTH TRIPPING" Equator HD

Directed first-time host and creative content for travel show in Mexico, Argentina, Chile, Malaysia, the US and Singapore.

SUNDANCE/IFC/EPIX

Conducted talent interviews with Michael Douglas, Sydney Pollack, Ang Lee, James Caan, Norman Lear, Sam Shepard, and Olympia Dukakis, to name a few.

PRODUCER/DIRECTOR/PRODUCTION ASSISTANT 1991-1998

MTV, New York City

Launched career as a Production Assistant to the Creative Director in the On-Air Promo department and graduated to becoming a producer and director. Pre-dating reality TV, created image campaigns, PSAs, and cutting-edge promos highlighting music. Personal highlight was directing a half hour show on the making of MTV's first feature film, all shot on 16mm.

AWARDS & RECOGNITION

Gold at WARC, North America, Silver at GEMA, North America, 2 Bronzes at GEMA Global. Shortlisted for the 2024 Clio Awards in Branded Entertainment, NAACP for Best TV Documentary, Emmy Nominated Short Form, Promax Golds/ Silvers/Bronzes, One Show Bronze, Houston World Film Festival Gold, New York Times mention, Spot featured on Oprah Winfrey Show.

SKILLS

- Strong communicator with proven ability to navigate challenging personalities and high-pressure, tight-deadline environments
- Extensive experience shooting in culturally diverse locations and collaborating with foreign crews
- Skilled at guiding actors for both performance and interviews, and making non-actors feel at ease on camera
- Proficient in budget analysis, one-liners, and production schedules
- Connects creatives of varied skill sets to achieve a unified vision
- Balances brand consistency with originality in content creation
- Produces high-quality content within budget constraints
- Integrates print and motion media into cohesive campaigns
- Resourceful in discovering new talent and innovative resources
- Competent in editing with Adobe Premiere and basic Avid

EDUCATION

PARSONS SCHOOL OF DESIGN New York City and Paris, France

BFA in Communication Design

NEW YORK UNIVERSITY New York City

Continued educational studies throughout the years in the areas of Directing, Creative Writing, Screenwriting, and Acting.