

MICHELE PURCELL

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Proven success leading creative production of broadcast, digital and interactive content for lifestyle channels and global media networks. A passionate, creative and highly collaborative partner who nurtures, develops and curates ideas that elevate brands, build community and drive revenue. Offers the unique ability to balance innovation and concept development with pragmatic production, achieving flawless execution while maintaining business goals. Recognized for a dynamic, personable management style, and directing, mentoring and inspiring cross-functional teams to do their best work.

Areas of Expertise:

Creative Leadership | Video Production | Team Development | Content Marketing | Product Integration | Freelance Vendor Management | Pitching & Presentation | Relationship Building | Cross-Department Leadership | Workflow Optimization | Digital Marketing | Social Media Platforms | Casting | Budgeting

Professional Experience

Warner Bros. Discovery – Knoxville, TN

2015 – 2022

Executive Producer: HGTV, Food Network, Travel Channel, DIY Network

Led creative digital content strategy for **SEO, Commerce, [HGTV Dream Home](#), [HGTV Smart Home](#) and [HGTV Urban Oasis](#)**. Drove global audience engagement and brand visibility via online and all social media platforms, and creates content integration opportunities leading to sponsorship agreements, new business deals and multimillion-dollar revenue. Oversaw all aspects of production from concept through final execution for content marketing campaigns for sponsors including [Mercedes Benz](#), [Honda](#), [Duluth Trading](#), [Delta Faucet](#), [Target](#), [Wayfair](#), [Hertz](#), [Overstock](#), [Visit Hilton Head](#) and many more. Directed and developed a team of 6 and oversaw 5 external production companies with 10-35 staff, consistently meeting aggressive timelines, programming schedules and budgets for a high volume of projects.

Key leader of strategy and brand development for **Facebook, YouTube, Snap, Instagram and TikTok**. Oversaw casting and Influencer partnerships.

- **Championed innovation and promoted a digital-first approach to content creation**, continually evolving methods to meet the ever-changing digital landscape and ensuring audience access across mediums, channels and devices.
- **Identified, curated, pitched and produced 3,500 new videos annually** while optimizing a \$2M budget.
- **Skilled leadership of creative and production processes** for HGTV Dream Home, HGTV Smart Home and HGTV Urban Oasis resulting in over 60% of all video plays for HGTV.com, 40 new sponsorship agreements and multimillion-dollar revenue
- **Oversaw end-to-end SEO content production** for 150 new videos annually to boost search rankings, and drive engagement and reach via websites and social media platforms.
- **Drove strategy for Commerce videos**, producing over 100 videos annually and providing an additional revenue stream via affiliate link programs.
- **Identified opportunities to leverage a vast content library**, repackaging existing material into fresh, new content in a variety of formats to engage audiences and meet sponsor requirements.
- **Effective leadership through multiple organizational evolutions, mergers and acquisitions**, providing strong, clear direction and communication to enable business continuity while maintaining employee confidence and morale.

Scripps Networks Interactive – Knoxville, TN 2008 – 2015 *Supervising Producer, Digital*

End-to-end digital content development and production for **HGTV, DIY, Travel Channel, Food Network, Front Door, HGTV Remodels and HGTV Pro** vertical channels. Directed production processes and ensured optimization of tens of thousands of videos for SEO and placement across digital and social media channels including **O&O websites, Facebook, YouTube, Instagram and Snapchat**.

- **Managed 4 direct reports and oversaw multiple production companies.**
- **Leveraged category expertise to drive expansion into new lifestyle verticals**, casting and developing talent and providing new programming and content to enable a broader portfolio and wider reach.
- **Established a successful digital sub-brand, [HGTV Handmade](#)**, and launched YouTube Channel to drive engagement with 14-20-year-old audiences, achieving 50K subscribers and 950K video plays within the first 2 months.

Writer/Producer: HGTV, DIY, Food Network 2000 – 2008 Oversaw full lifecycle production for Interiors by Design, Weekend Entertaining and multiple 1-hour specials.

Led concept and creative development processes, wrote scripts, scouted locations and sourced talent, managed budgets and timelines and supervised cross-functional teams and external resources to ensure a seamless production experience and deliver the highest level of creative quality. Hired, onboarded and managed employees and freelance crews, negotiated fees and contracts and coordinated legal documentation.

- **Skilled production of successful programming included:**
 - Interiors by Design: 130 episodes, 11 seasons
 - Weekend Entertaining: 52 episodes, 4 seasons
 - 1-hour specials: White House Christmas, Christmas in America, Holiday Giftanza, Housewares Show, and HGTV Dream Home Giveaway Live
- **Received multiple Telly awards** and an [EMA Green Seal Award](#) for HGTV Green Home in 2008.
- **Interiors by Design was recognized as the longest-running design show** and led to the development of spin-off Country at Home/Country Style.
- **Other relevant roles: Associate Producer, Coordinator, and Production Assistant**

Education & Professional Development

University of Tennessee, Knoxville, TN

Bachelor of Science (BS) in Communications & Broadcasting –

Allyship Workshop – [Chikere Igbokwe](#)

Energy Management Sprint – [Riddhika Khoosal: The Energy Project](#)

Collaborative Teams Sprint – [Richard Watkins: Let's Go](#)

Leading With Power and Authenticity – [WICT The Yarbrough Group](#)

Unlocking Leadership Potential – Dr. Deborah Klotz

Leadership Essentials – Discovery Learning and Development

The Science of WellBeing – Coursera, Yale University

Associations & Community

Consultant- EDGE Outdoors

Member and Mentor – Women in Cable Television (WICT)

Member – International Academy of Digital Arts and Sciences

Judge – Webby Awards

Past President, Vice President, Secretary and Jubilee Fundraiser Chair – Bijou Theatre, Knoxville TN