

Alec Ziff

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EXPERIENCE

MKP Communications Inc., New York, NY (Remote) **Senior Copywriter/Content Director**

2026 - Present

- Lead end-to-end production workflows across pre-production, production, and post-production for video and marketing initiatives.
- Utilize LLMs and generative AI tools to create visuals and video assets.
- Create pitch decks and write copy/proposals for financial services clients.
- Manage timelines, budgets, and creative teams to ensure timely delivery.
- Coordinate designers, editors, and creative leads.

ONE Creator Lab, New York, NY (Remote) **Content Strategy Fellow**

March – June 2026

- Completed a 20-week fellowship from TikTok and The ONE Club focused on campaigns optimized for digital audiences and cultural trends.
- Wrote, directed, produced, and edited eight 30-second videos based on briefs from leading agencies.
- Built data-driven pitch decks and collaborated with creative directors and agency teams to develop platform-native campaigns.

THE UNLOCKR (YouTube Channel), New York, NY (Remote) **Editor**

2024 - Present

- Edit and publish long and short-form video content for a YouTube channel with 788,000+ subscribers.
- Edited more than 200 videos generating 50+ million views.
- Optimize content for audience engagement and platform performance.

HEALTHCARE COMMERCIAL (Klick Health), New York, NY **Director, Producer**

2024

- Directed and produced a \$100,000 healthcare commercial, launching the overarching campaign.
- Managed a 25-person team spanning production, talent, and agency stakeholders.

CROWN VIC (MadRiver Pictures), Los Angeles, CA **Screenwriter**

2022 - 2024

- Wrote a feature film currently in development for the Producer of *Plane*.

NARCOS: Mexico (Netflix), Los Angeles, CA **TV Writer/Research Lead**

2018 - 2021

- Wrote for one of Netflix's most-popular series, with 50 million viewing hours in its first week.
- Co-wrote Season 3, Episode 6 and Season 2, Episode 4.

PROFESSIONAL PROFILE

- Skilled in short and long-form storytelling, project management, and content development/production.

- Proven ability to lead creative teams, build client relationships, and produce digital-first campaigns across entertainment, media, and technology.

TECHNICAL SKILLS

Content & Editing: Premiere Pro, DaVinci Resolve, Final Cut Pro, After Effects, CapCut.

Gen. AI: Gemini, ChatGPT, Claude, Nano Banana, Runway, Veo, Sora, Artlist, KlingAI, Synthesia, Luma.

Creative & Design: Canva, Adobe Creative Suite, Web Design.

Project Management: Asana, Slack, Notion, Frame.io.

Analytics & Productivity: Tableau, Microsoft Office, Google Workspace.

Platforms: TikTok, YouTube, Instagram, Snapchat, Facebook, WordPress, Mailchimp.

AWARDS & RECOGNITION

- NARCOS: Mexico: Critics Choice and International Emmy nominee.

- Short films screened at various international film festivals.

EDUCATION

Northwestern University
Bachelor of Arts in Film, '13

- Magna Cum Laude.

- Creative Writing for the Media Certificate.