

**PERSONAL STATEMENT:** A cinematic and seasoned creative problem solver, fundraiser, and director, passionate about broadening our understanding of the world through media.

### SENIOR DIRECTOR OF VIDEO: 2022-2025

HUMAN RIGHTS CAMPAIGN; WASHINGTON, DC [PROMOTED FROM: DIRECTOR OF VIDEO]

- Responsible for \$1m annual department budget. Led procurement and capital investments, including \$100k studio upgrade.
- Directed video team, equipment, and multimedia studio in service of national LGBTQ+ advocacy efforts. Hired, trained, and mentored staff, contractors, freelancers, and interns.
- Led \$350k initiative, funded by Comic Relief. Resulting message-tested PSA campaign and short film that won Tribeca X's 2025 Social Impact Award, and honored in Sundance's 2025 BrandStorytelling slate and Vimeo's 2024 Staff Picks for Best Branded Videos.
- Collaborated with internal and external stakeholders: HRC's board, foundation partners, senior leadership, and vendors.
- Acted as in-house video and branding point for \$1m and \$3m paid campaigns. Co-lead on HRC brand consistency across channels.
- Furthered organizational priorities, including foundation programs and political efforts, with work ranging from news cycle rapid response to scripted explainers and long-form video projects.
- Responsible for video support of 90+ membership fundraising gala events, featuring high-profile celebrities.
- Pitched, shot, edited, wrote, and produced videos featured on HRC's channels, distributed by the New York Times, the Washington Post, Vanity Fair, Teen Vogue, and others. Regularly tracked and evaluated performance and optimized around best practices.

### SENIOR PRODUCER & MANAGER, MULTIPLATFORM PRODUCTIONS AND STRATEGY: 2016-2022

PBS/MARYLAND PUBLIC TELEVISION; OWINGS MILLS, MD [PROMOTED FROM: PRODUCER, DIGITAL STUDIOS]

- Led and developed multi-year digital content partnerships with Annie E. Casey Foundation, the Maryland Department of Health, and the Maryland Department of Transportation, resulting in three Emmy Awards, and two additional Emmy Nominations.
- Developed and implemented all strategy and editorial and technical tactics for MPT social and digital channels and content calendar. Advised on best practices for optimization, audience building, engagement, and content production.
- Managed digital and global KPIs and data. Tracked and evaluated performance for best practices, and fostered a culture of data-driven testing and solutions across departments.
- Pitched, produced, and supervised the production of a variety of scientific, artistic and sociopolitical original content for digital distribution via MPT. Distributed nationally on PBS Black Culture Connection (2017) and the PBS Short Film Festival (2020 and 2021).

### CREATIVE SERVICES MANAGER: 2013-2016

DCTV; WASHINGTON, DC [PROMOTED FROM: TRAINING COORDINATOR]

- Managed original and client production projects: developed and tracked budgets, booked shoots, coordinated audio, graphical, and video assets, and led editorial direction.
- Supervised, hired, and trained part-time and freelance staff (3-5). Trained members on production techniques.

### FREELANCE PRODUCER/DIRECTOR/EDITOR: 2007-Present [www.filmsbyamyoden.com]

AFL-CIO: AMERICAN FEDERATION OF LABOR AND CONGRESS OF INDUSTRIAL ORGANIZATIONS; WASHINGTON, DC

- Producer for video and digital work, distributed across AFL-CIO's digital and social channels and to union membership.

UNHCR: THE UNITED NATIONS REFUGEE AGENCY; WASHINGTON, DC

- Led cinematography for digital series work, distributed across UNHCR's digital and social channels.

SEARCHING: OUR QUEST FOR MEANING; VARIOUS LOCATIONS

- Camera operator on broadcast series, produced by the team behind Carl Sagan's original COSMOS, distributed nationally via PBS.

CORTINA PRODUCTIONS; MCLEAN, VA

- Managed production and content of mobile multimedia applications and projects for a U.S. Presidential Library. Supervised staff (3).

THE COSTA REPORT; NEW YORK, NY

- Booked high-profile guests, including Rev. Jesse Jackson, Louis Farrakhan, and T. Boone Pickens, for a weekly radio show/podcast.

INDEPENDENT PRODUCTIONS; VARIOUS LOCATIONS

- *The World According to P Noir*: Documentary short, funded by Jonathan Logan Family Foundation.
- *Lipstick and Leather*: Documentary short, funded by Culhanimal Productions. Distributed on PBS's Reel South.
- *Calasag*: Documentary short, fiscally sponsored by the Independent Documentary Association.
- *Exotic*: Feature documentary, funded via Kickstarter. Available on Amazon Prime and through Action! Library Media.
- *From the Back of the Room*: Feature documentary. Included in the Rock and Roll Hall of Fame. Available through MVD.

**PRODUCTION SUPERVISOR: 2004-2011**

MHZ NETWORKS; FALLS CHURCH, VA [PROMOTED FROM: PREDITOR, AP, AND MASTER CONTROL OPERATOR]

- Pitched, produced, wrote, and edited international content for national broadcast and digital. Managed resources and hired, trained, and evaluated 30+ contractors for two short-form series and a regular talk show in a 50'x50' studio. Delegated stories.

**AWARDS**

2024: EMMY NOMINEE FOR DEI – PROGRAM FEATURE/SEGMENT  
2022: EMMY AWARD FOR DEI – PROGRAM FEATURE/SEGMENT  
2021: EMMY AWARD FOR HISTORICAL/CULTURAL – LONG FORM CONTENT  
DAVEY GOLD AWARD FOR CAMPAIGN & SERIES – PUBLIC SERVICE & ACTIVISM  
W3 SILVER AWARD FOR GENERAL VIDEO – PUBLIC SERVICE/ACTIVISM  
2020: COMMUNICATOR AWARD OF DISTINCTION – CAMPAIGN/WEB SERIES, ONLINE VIDEO  
COMMUNICATOR AWARD OF DISTINCTION – INDIVIDUAL/SOCIAL RESPONSIBILITY, ONLINE VIDEO  
FINALIST, BAKER ARTIST AWARDS  
EXHIBITOR, BALTIMORE MUSEUM OF ART SCREENING ROOM  
2019: EMMY NOMINEE FOR HISTORIC/CULTURAL – PROGRAM FEATURE/SEGMENT  
W3 SILVER AWARD IN ONLINE VIDEO PUBLIC SERVICE/ACTIVISM  
2018: EMMY AWARD FOR HEALTH/SCIENCE – PROGRAM FEATURE/SEGMENT  
DAVEY GOLD AWARD FOR TECHNOLOGY/SCIENCE ONLINE VIDEO  
DAVEY SILVER AWARD FOR PUBLIC SERVICE/ACTIVISM ONLINE VIDEO  
W3 SILVER AWARD IN ONLINE VIDEO PUBLIC SERVICE/ACTIVISM AND TECHNOLOGY/SCIENCE  
CYNOPSIS SOCIAL GOOD AWARD NOMINEE FOR TV SERIES OR SPECIAL PROGRAMMING  
2017: DAVEY SILVER AWARD FOR DOCUMENTARY ONLINE FILM/VIDEO AND NATURE/WILDLIFE  
2016: DAVEY SILVER AWARD FOR ONLINE FILM/VIDEO PUBLIC SERVICE AND ACTIVISM  
W3 SILVER AWARD IN ONLINE VIDEO ACTIVISM AND ONLINE VIDEO DOC/PUB SERVICE  
2015: HOMETOWN VIDEO AWARDEE FOR “UNDERSERVED VOICES” (Alliance for Community Media)

**AFFILIATIONS, FELLOWSHIPS AND SPONSORSHIPS**

RECIPIENT: RANDY GOLDMAN CAREER DEVELOPMENT SCHOLARSHIP (2020),  
INTERNATIONAL DOCUMENTARY ASSOCIATION FISCAL SPONSORSHIP (2019)  
WOMEN IN FILM AND VIDEO FISCAL SPONSORSHIP (2015)  
FELLOW: SAUL ZAENTZ INNOVATION FUND (2018), DOCS IN PROGRESS (2014)  
MEMBER: BALTIMORE WOMEN'S MEDIA ALLIANCE, FILM FATALES, INTERNATIONAL DOCUMENTARY  
ASSOCIATION, WOMEN IN FILM AND VIDEO (2021-2024 BOARD MEMBER)

**ENGAGEMENTS**

2025: INTERVIEWEE; Storyblocks Enterprise Convening (Arlington, VA)  
2024: PANELIST; Can Ads Make Movements? (Washington, DC)  
2023: KEYNOTE; Johns Hopkins Women and Femmes Celebration (Baltimore, MD)  
2019: PANELIST; Filmmaking and Social Practice at Rutgers University and University of Havana Collaboration  
Conference (Havana, Cuba)  
2019: PANELIST: Localism Works AFI Docs Convening (Washington, DC)

**EDUCATION**

2012: GEORGE WASHINGTON UNIVERSITY; WASHINGTON, DC: Master of Arts; Media and Gender Studies  
2004: UNIVERSITY OF MARYLAND; COLLEGE PARK, MD:  
Bachelor of Arts; Broadcast Journalism, Min.; Comparative Lit., Cert.; Gender Studies