

RUSSELL GINNS

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RUSSELLGINNS.COM

CREATIVE PRODUCER / CONTENT DIRECTOR

Creative Director • Executive Producer • Editorial Director • Brand Manager
Content & Storytelling • Audio/Video Production • Digital Transformation • Game Design
Product development across all brands, platforms, and audiences
Innovation • Education • Entertainment

WORK EXPERIENCE

Big Yellow Taxi, New York, NY

Executive Producer/Editorial Director

November 2016 – Present

- Led the creation of videos, print products, podcasts, learning programs and interactives.
- Produced 200+ short-form videos for UNICEF, Dr. Seuss, WHO, and Law.com.
- Transformed *Hooked on Phonics* from physical kits to a digital subscription model.
- Brands include Minecraft, Library of Congress, Pinna, and Sesame Street.

Playscience, Bethesda, MD

SVP, Content

January 2015 – October 2016

- Created content and curriculum for businesses across broadcast, mobile, and retail.
- Developed scripts, prototypes, and brand bibles, and produced animated and live-action videos.
- Brands include Discovery, Girl Scouts of America, and Future of Play.

RG Innovations, Bethesda, MD

Consultant/Producer/Writer

January 2011 – December 2014

- Created interactive events and escape rooms for conferences, festivals, and corporations.
- Produced audiobooks, podcasts, book series, and music videos.
- Brands include Hasbro, Barnes & Noble, 2U, PBS, NASA, Nintendo, and Budweiser.

Smarterville/Sylvan Learning, Baltimore, MD

Sr. Director of Product Development

October 2005 – December 2010

- Led the development of educational products and learning kits for North American retail.
- Redesigned and re-launched the best-selling *Hooked on Phonics* system.
- Produced Math, Reading, Handwriting, ESL, and science programs.

ADDITIONAL WORK EXPERIENCE

American Association for the Advancement of Science, Washington, DC

- Launched a K-6 afterschool science program with over 100 experiments and digital games.
- Led training sessions in 40+ Boys and Girls Clubs and US Air Force bases.

Zero Entertainment, Seattle, WA

- Designed casual games for shareware and gaming companies.
- Clients included Segasoft, Electronic Arts, Humongus, The Learning Company, and Valve.

Starwave, Seattle, WA

- Created *Castle Infinity*, the world's first massively multiplayer online game.
- Evangelist to industry partners, A-list celebrity talent, and tech leaders.

Sesame Workshop, New York, NY

- Produced software, online games, and talking telephones.
- Part of Sesame Street, The Electric Company, Square One TV, and 3-2-1 CONTACT.

PUBLISHED WORKS

1-2-3 Scream! (series)	Delacorte, 2022
Puzzlooes! (series)	Penguin Random House, 2021
My Big Book of Feelings	Penguin Random House, 2020
Samantha Spinner (series)	Delacorte, 2017
Monster Love	Houghton Mifflin, 2015
Is There a Chance You've Seen my Pants?	Houghton Mifflin, 2014

EDUCATION:

Bachelor of Arts, English, University of Michigan, Ann Arbor, MI

HONORS, SKILLS, AND KEYWORDS

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ASCAP member • CODiE Award winner • Muppets brand ambassador
Logic Pro • Visio • Powerpoint • Excel • Audacity
UX/UI • Instructional design • Pre-K and K-12 curriculum
Half-Life • Lode Runner • Candyland • Nintendo Adventure Books
Composer • Copywriter • Board game designer • Script editor
• Guest speaker • Advisory board member