

AMY LASSER

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Summary: Higher Education Administrator with extensive experience in guiding multiple cohorts in a professional, positive and community-oriented manner through undergraduate and graduate programs of study. Excel at entertainment and music industry relations, creating internship and entry-level job opportunities, and providing students with application strategy support. Adept at supervising diverse teams of millennials and planning university and outreach events in cooperation with academic chairs, university administration and alumni groups.

PROGRAM DIRECTOR AND ASSISTANT PROFESSOR OF PRACTICE – UTLA 2023-Present

Supervise admission process, pre-departure, and Los Angeles in-residence semesters, including summer term, for 150+ students annually. Provide extensive support and advisement to students with focus on academic success, professional development, and personal growth in the Los Angeles entertainment industry. Manage UTLA staff and faculty to ensure program runs smoothly and ensures students a high-quality, industry specific education. Maintain and build UTLA and UT alumni community in Los Angeles with emphasis on engaging and supporting recent graduates of the program.

- Oversee operation of the Burbank-based, Wofford Denius UTLA Center for Entertainment & Media Studies, University of Texas at Austin.
 - Lead in-person and Zoom information sessions throughout the academic year, attend career fairs and present to classes and academic stakeholders at multiple colleges to promote program awareness.
 - Collaborate with Austin-based recruitment, admissions, and marketing staff to increase awareness of UTLA program on campus for students, staff, and faculty.
 - Liaise with Austin-based academic departments in multiple colleges and UT to promote program awareness,
 - Facilitate curriculum review, oversight, and course development with Austin-based academic partners.
 - Teach semester-long UTLA internship class (RTF 350/650 and COM 350/650), a companion course designed to support students in their LA-based internships with a focus on entertainment industry norms, etiquette, career paths and goals, and self-reflection.
 - Supervise TA (summer term only)
 - Organize, plan and lead UTLA's extensive experiential learning program; industry-focused panels, alumni speakers and Q&As, workplace visits, Mock Interview Program, and Mentorship Program.
 - Manage UTLA adjunct professors, schedule courses each semester, ensure faculty follows university policies, conduct faculty "peer" reviews.
 - Supervise UTLA Program Manager, Student Success Coordinator and Senior Administrative Associate, through weekly team and one-on-one meeting to set, execute and review program objectives.
 - Conduct yearly performance reviews and regular check-in meetings to set goals and encourage professional development.
 - Conduct hiring search for open staff and faculty positions in cooperation Austin-based staff and faculty and according to UT Austin policy.
 - Maintain alumni database, build and update student rosters, track student progress.
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PROGRAM MANAGER – UTLA**2019-2023**

Create and grow extensive database of internship opportunities in all areas of the entertainment and music industries. Provide one-on-one support to 150+ students annually through the internship search process with a focus on introducing concepts of industry norms and professional communication. Liaise with UT Austin colleges, career services to provide students with consistent, personalized support. Assist Program Director with UTLA programming, event planning and alumni outreach.

- Build, maintain and expand LA-based entertainment and music industry internship database (Airtable) of 200+ partners – studios, mini-studios and independent companies
 - Conduct existing and potential partner outreach and database update 3x annually
 - Laisse/collaborate with UT alumni and industry professionals to expand UTLA’s industry presence and build internship pathways
- Provide comprehensive internship advisement for 150+ UTLA students/year, from pre-departure term through program start to ensure all secure UTLA-approved internships
 - Lead “application strategy” Q & A Zoom session twice monthly to introduce students to industry norms, offer interview and communication tips/recommendations, and provide internship updates and insider advice from industry partners
 - Monitor, grade and communicate with students consistently via Canvas and email
 - Conduct one-on-one advisement sessions with students to provide internship/application material advisement and follow-up call/emails as needed in pre-departure term
 - Maintain record of all correspondence with students, including advisement plan
 - Advise students throughout semester as needed, including career counseling and resume/cover letter review
- Support and collaborate with Program Director in development of additional programing, Canvas updates and alumni outreach
- Assist Program Director in planning/execution and hosting of student and alumni events, including program orientations, off-campus learning experiences, events in cooperation with Texas Exes, and end-of semester program “graduation ceremony”
- Supervise Program Coordinator to provide consistent, result-oriented student support in pre-departure term
 - Collaborate on development of application material standards based on industry norms and Canvas updates
 - Meet 2x/week to review student progress and create individualized advisement/outreach plans
 - Assign and supervise additional projects as needed
- Participate in 2-4 UTLA information sessions per semester to highlight program’s internship opportunities/partners and student support for the application process. Respond to follow-up questions from perspective students/applicants
- Serve as UTLA “Safety Officer,” maintain Red Cross CPR certification, and update program emergency plan as needed.
 - Hire, train and supervise 1-2 Student Emergency Coordinators/term
 - Coordinate UT hire/onboarding process with Austin-based HR team
- Maintain and foster alumni relations including career advisement, community events and outreach

PROGRAM COORDINATOR – TSENG COLLEGE, CSUN**2016-2019**

Coordinated and guided multiple cohorts of 350+ students through nine distinct undergraduate and graduate programs from recruitment to matriculation and through graduation. Provided professional and personable one-on-one attention with a focus on retention and academic success in conjunction with academic leads, department chairs and administrative directors. Liaised with academic departments and

university administration regarding policy, program development, marketing, admissions and cohort management.

- Provided students with individualized, positive communication experience regarding program requirements/expectations, schedules and university resources; maintained digital record of all correspondence between student, program management team and academic department
- Advised students regarding administrative issues and encouraged students to seek guidance from academic department as needed; followed up with academic department on student's behalf; tracked resolution/academic plan
- Collaborated with academic departments, leads and chairs regarding program development, marketing and admissions and cohort management
- Maintained in-depth knowledge of and communicate university policies and procedures, program details, requirements, updates
- Wrote/edited website content and marketing material to highlight program strengths, requirements and policies
- Tracked students from enrollment through graduation through use of CRM/Salesforce/EXCEL; utilized database/spreadsheet management tools generate student status reports, evaluate and address individual academic plans, flag and track "at risk" students
- Liaised with academic departments to plan and host information sessions, orientations, alumni and graduation events
- Managed withdrawal/add/drop process with focus on student retention and course completion; submitted appropriate forms and maintained record of processes and forms in students' digital file
- Managed work-flow and set short and long-term goals, presenting program objectives to supervisors on daily basis, including proposed projects for assistants and student assistants

Programs included: M.A. in Humanities, Accelerated Bachelor of Science in Nursing, B.A. in Liberal Studies, M.S. in Taxation, Graduate Certificate in Business Administration, M.A. in Music Industry Administration and M.S. in Public Health

SUPERVISING/SEGMENT PRODUCER – NBC/UNIVERSAL

2007-2016

Developed and launched E! News Now, an award-winning, multi-platform online entertainment news program for NBC/Universal which built to 2 million unique views per week.

- Write, produce and oversee teams to create multiple sixty-second news segments daily under extremely tight time constraints; direct talent, studio shoots and editing
- Coordinate with production staff to stay on budget; liaise with legal department to guarantee accuracy of all information, video, stills and graphics
- Supervise graphics producers and editors to deliver stylistic, entertaining, informative and visually appealing content
- Liaise with senior executives to pitch and develop projects
- Monitor news outlets to stay abreast of breaking stories and trending topics to ensure E! News Now is first-to-air in competitive market
- Constantly evolve style and content of stories to stay fresh and marketable while enhancing E! style and brand
- Firm grasp of the entertainment industry with comprehensive knowledge of movies, television, music and pop culture

FEATURE FILM WRITING

2007

TAMING BEN TAYLOR, co-writer, original romantic comedy script. Set up at multiple studios

including New Line, Paramount and Lions Gate with talent including Kevin Costner, Diane Lane, Michelle Pfeiffer and Jennifer Lopez. In development.

PRODUCER – BEHIND-THE-SCENES DOCUMENTARY

1996 – 2000

Collaborate with studio executives, marketing and publicity departments and production company to develop concept and execute “making-of” documentaries. Produce and direct shooting of key moments of major studio and independent feature film productions. Conduct extensive interviews with A-list talent, directors and production team. Budget, schedule and manage crews on location.

Clients include:

Warner Bros.	Paramount	Miramax	Touchstone
20th Century Fox	Universal	New Line	

Conducted in-depth interviews with:

Stevie Wonder	Jean Hackman	Faye Dunaway	Sarah Jessica Parker
Edward Norton	Jennifer Aniston	Tobey Maguire	Dylan McDermott
Ang Lee	Jewel	Simon Baker	Chris O'Donnell
Diane Keaton	Jeffrey Wright	Craig Ferguson	James Shamus

*Full client, credits and interview list available upon request.

PRODUCER-WRITER – DIGITAL PROJECTS

1999 – 2002

Develop, write and produce show-specific content for studio clients. Create serial storylines for digital platform. Track and tailor content per consumer response.

K2 (DNA Studio/Sony)	Field Producer/Writer
Feature film website interviews	

BRINGING IN THE DEAD (DNA Studio/Paramount)	Writer
Feature film website proposal	

JETT JACKSON (DNA Studio/Disney)	Writer
Multi-path digital animated episodic show	

FELICITY (DNA Studio/Disney)	Writer
Blog for weekly show website	

DIRECTOR OF DEVELOPMENT

1991 - 1996

Roselyn Heller Productions and High Horse Films (William Peterson). Worked on numerous TV/feature projects including BETTER OFF DEAD, AMERICAN HEART, HARD PROMISES, KEEP THE CHANGE. Scouted material with agents and managers. Researched and developed scripts with writers, directors, producers. Wrote extensive notes for rewrites and production drafts.

EDUCATION

University of Southern California, Screenwriting, MFA

Dartmouth College, BA

MEMBERSHIP

WGA, West

SOFTWARE

SOLAR (CRM, AAWS), Salesforce, Airtable, Canvas, Excel, Word, Final Draft