

Susana Fernandes, Esq.

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SUMMARY OF QUALIFICATIONS

Detail-oriented attorney with broad professional experience in media and technology. Extensive knowledge of contract drafting, copyright law and intellectual property licensing. Excellent writing, editing, analytical, organizational and communication skills. Licensed in Massachusetts.

PROFESSIONAL EXPERIENCE

9/06-Present **WGBH Educational Foundation | American Experience (PBS)**, Boston, MA

Senior Contracts & Rights Manager (10/16-present);

Contracts & Rights Manager (10/13-10/16)

Manage contracts, rights, and legal affairs for series; liaison to producers, production teams, and other departments. Contributions include:

- Provide advice and counsel to internal clients (business, marketing, digital, and editorial teams) on intellectual property, copyright, and contract law
- Manage rights clearances and compliance for all series projects, including documentaries, websites, and marketing materials
- Analyze and resolve contractual and other legal issues in a timely manner
- Retain responsibilities held under Contracts Manager position

Contracts Manager (9/06-10/13)

Contributions include:

- Negotiate, draft, review and revise agreements for programs and related materials, including production, service, licensing, distribution, and technology contracts
- Review and approve all project deliverables, ensuring legal and archival compliance
- Manage copyright registrations
- Maintain contract templates and manage databases
- Provide archival and legal research as necessary

2/97-9/06 **American Public Television**, Boston, MA

Senior Program Associate (7/01-9/06); *Program Associate* (9/00-6/01)

Coordinated all projects; managed organization and day-to-day operation of fundraising programming department; contact for station and producer clients. Contributions include:

- Negotiated deal points and drafted deal letters for program licenses
- Tracked program pipeline and budgets for \$1.5+ million program fund
- Wrote program marketing materials and edited department e-newsletter
- Coordinated production and delivery of programs, on-air promos, presentations reels, national pledge breaks and press materials
- Reviewed content of new programs
- Planned and coordinated events at industry conferences
- Facilitated communications with other departments within APT

Senior Communications Associate (7/00-9/00); *Communications Associate* (4/98-6/00)

Key publicity contact for stations and press; principal copy editor, proofreader and graphic designer. Contributions include:

- Wrote press kits and related marketing materials for 100+ programs yearly
- Edited Web site and program catalog
- Produced quarterly newsletter, including design layout, writing and editing
- Designed print materials for APT and clients, such as letterhead and posters
- Assisted in planning annual meeting

Communications Coordinator (5/97-4/98); *Communications Assistant* (2/97-5/97)

Coordinated press material distribution, maintained mailing lists, monitored station guides, and assisted in all areas of department as needed.

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EDUCATION

- 2007 **New England Law Boston – J.D.**
- Cum Laude
- Awarded Justice Sandra Day O'Connor Merit Scholarship
- Dean's List
- 1997 **Boston University – B.S., Film and Television**
- Dean's List

AFFILIATIONS AND VOLUNTEER EXPERIENCE

Massachusetts Board of Bar Overseers – *Registered Attorney*
Boston Bar Association – *Intellectual Property and Business Transactions sections*
Natick Historic District Commission – *Member*
Organizing for America – *Polling Place Legal Observer, Philadelphia (2012)*

SKILLS

Mac OS and Windows
Lexis/Nexis and Westlaw
Adobe Creative Cloud
Microsoft 365
Google Workspace
FileMaker Pro
DocuSign