

[Joshua Whiteman]

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PROFESSIONAL SUMMARY

Strategic Finance Professional and UNR MBA Candidate specializing in the financial revitalization of the entertainment industry. Focused on implementing transparent fiscal modeling, slate risk management, and ROI-driven content valuation to bridge the gap between creative ambition and corporate profitability.

CORE COMPETENCIES

- **Entertainment Metrics:** Content Valuation, Residuals/Royalties Analysis, P&A (Prints & Advertising) Budgeting.
- **Financial Strategy:** Capital Allocation, Production Accounting, NPV & IRR modeling for Media Slates.
- **Industry "Fix" Focus:** Data-driven Greenlighting, Cost-Efficiency in Streaming, and Sustainable Production Finance.

EDUCATION

Master of Business Administration (MBA), Finance | University of Nevada, Reno

- **Strategic Focus:** Applied corporate finance principles to the "streaming wars" landscape, developing a thesis-level understanding of content monetization and subscriber acquisition costs.
- **Relevant Coursework:** Advanced Financial Statement Analysis, Predictive Modeling, and Strategic Management.

PROFESSIONAL EXPERIENCE (Reframed for Entertainment)

Entertainment Financial Consultant (MBA Practicum/Project Focus)

- **Greenlight Analysis:** Developed a predictive financial model to evaluate the "Greenlight" potential of projects based on historical genre performance and budget-to-gross ratios.
- **Transparency Optimization:** Analyzed industry "back-end" accounting structures to propose more transparent profit-participation models for creators.
- **Risk Mitigation:** Designed a diversified "Production Slate" strategy that balances high-risk creative bets with stable, library-based revenue streams.

Financial Analyst | [Previous Company/Industry]

- **Pivot Achievement:** Managed multi-million dollar budgets, applying rigorous cost-control measures now being adapted to reduce "budget bloat" in modern film and TV production.
- **Process Improvement:** Automated financial reporting processes, reducing turnaround time for fiscal year-end audits by 20%.

TECHNICAL SKILLS

- **Software:** Excel (VBA/Macro Modeling), Tableau (Media Data Viz), ERP Systems.
- **Analytics:** SQL for Audience Data, Python for Financial Forecasting.

Prompt Engineering Reflection

Prompts Used:

To optimize my resume, I used a "Contextual Re-framing" prompt. I instructed the AI: *"Act as a CFO for a major film studio. Review my MBA Finance background from UNR and rewrite my bullet points to solve current industry problems like 'budget bloat' and 'streaming profitability.' Use industry-specific terminology such as 'Greenlighting,' 'Production Slates,' and 'Content Valuation.'"*

What Changed:

The AI-generated version transformed my general financial skills into industry solutions. Instead of simply stating I am good at "Budgeting," the AI reframed this as "Production Slate Risk Mitigation." It shifted the focus from a student-centric "I learned X" to a professional "I solve industry problem Y." The language became punchier, moving from academic descriptions to executive-level action items.

Lessons Learned:

I learned that prompt engineering is about providing the AI with the "Why" and the "Who." By giving the AI a specific persona (a Studio CFO), it knew exactly which financial keywords would resonate with entertainment recruiters. I discovered that a Finance MBA is highly versatile, but only if you use AI to "translate" your technical expertise into the specific dialect of your target industry.