



Big Wit Productions Inc. is a full-service NYC-based production company. We're made up of Kate Villa and Alexandra Eden, who both have years of experience producing for television, film, radio, and social media (and they have the bags under their eyes to prove it). Both Kate and Alex come from a late-night television background and have produced and written for Showtime, Comedy Central, Calm, Starz, MTV, NPR, TruTV, Discovery+, IFC, and Netflix. Big Wit is committed to making funny, dynamic, and thought-provoking content with a high production value and extraordinary talent.

## Who We Are

Big Wit is a full-service production company based in New York City with a focus on humor. We make videos that help your company shine and stand out. The company consists of two Executive Producers, Kate Villa and Alexandra Eden, who have years of experience producing and writing for television, radio, and social media. We provide an all-star crew and extraordinary talent. We're happy to work with you to meet your needs and budget.

In addition to a great crew, we're also tapped into a wide pool of comedians, actors, and improvisers to help your project come to life with dynamic voiceover, actors, and hosts.



**Alexandra Eden, Executive Producer**, is a producer and video editor. She has worked on projects for Comedy Central, VH1, Netflix, MTV News, Starz, TVLand, Showtime, and A&E. She's currently an MBA Candidate at the NYU Stern School of Business with a focus on Entertainment and Corporate Finance.



**Kate Villa, Executive Producer**, is a writer and producer. Her work has been seen on Showtime, NPR, Discovery+, Calm, Comedy Central, The New Yorker, TruTV, MTV, Netflix, UCBComed, and The New York Comedy Festival, to name just a few. She works in both unscripted and narrative formats as a writer and has production experience in both animation and live action.

We're happy to help meet a wide variety of video needs including but not limited to: internal informational videos, how-to's, commercial spots, and company origin stories. Check out some of our ideas and offerings below.

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## Video Menu

**Your Origin Story** - Does your company have an interesting story? Was your product developed by accident? Do you want to show off the relationship of the founder to the product or company? Let us help you tell your 30 second origin story! Use this on social media or on your website instead of an "About" page.

**Your Mission** - What's most important to you? Why does your company exist? Do you serve a population that you want to highlight? Let us create a mission video to help you express what your company cares about and what it is you do best.

**Your Product** - Want a sizzle reel for a new exciting product launch? Want to create something dynamic and unique for a product that needs a facelift? We're excited to help you work on highlighting your work.

**Meet The Team** - Your company is nothing without the people so let's let them shine! This video cycles through the people who make up your company and allows them to talk about why they love working there. It helps highlight why your company culture is truly unique and wonderful.

**The Process** - A lot of skilled hands may touch your product before it makes it to the consumer. This type of video highlights the great people and work done behind the scenes to make your product what it is. We can also help demystify and explain the more complicated aspects of how your product is made. Making the opaque and complex easier to understand is one of the things we do best.

**How To** - Does your product require a little bit of help once it's been purchased? Creating a how-to video lets the consumer understand the product and how it functions quickly without needing a long instruction manual just to figure out how to turn it on. Let us make it easy.

\*Hey! Lucky you. We're still putting together our reel and we're providing low service fees for our first few months in business! Because of that, we ask that you recommend us to fellow entrepreneurs and credit us upon usage to help us grow our company!\*