

## Career Summary

- Award-Winning Video and Content Leader with 15+ years of storytelling, production, and strategic experience spanning international initiatives across Digital, Streaming, Broadcast and Feature Film, as well as successfully leading high performing teams through business operations, logistics, and restructuring, driving overall organizational growth
- Led a growth & retention marketing series for HBO Max, achieving buy-in to green-light further phases of the project QoQ by developing the creative format and producing 50+ test videos over 1 year with various levels of talent, ending in a multi-million dollar deal to expand the project to OTT and digital platforms with a 13-episode series starring A-List celebrities
- Spearheaded the production of 5 Facebook episodes, plus TikTok and Instagram content for an AT&T branded campaign focusing on key transgender and non-binary stories, outperforming benchmarks with 7M+ views and 17M impressions and winning Best Video Series at the Shorty Impact Awards, and Gold in the DEI Branded Content category at the Anthem Awards celebrating purpose-driven work
- Revamped and directed the Division of Branded Video Production from the ground up by instituting best practices in a fast paced start-up environment, developing robust oversight and accountability processes to standardize production operations and meet targeted budgets, yielding 32% cost efficiencies from 2018-2020 netting \$1M+ in savings
- Launched innovative COVID-19 pandemic practices by implementing new technologies, crafting talent self-filming guides, and partnering with specialized vendors, including designing a remote content studio for P&G at the 2020 Tokyo Olympics producing virtual sales presentations and live-streamed athlete roundtables, generating 21B+ earned and social media impressions
- Restructured the operations and oversight functionalities by mentoring and leading a team of producers, coordinators, and studio crew across 3 hit YouTube verticals, including ScreenJunkies, AWEme, and Clevver, producing 25 shows across 7 channels including the Emmy nominated series Honest Trailers, and launching 10 new shows between 2017-2018

## Core Competencies

- *Strategic Production Initiatives*
- *Creative Content Development*
- *Budget Management / Cost Savings*
- *Talent & Personnel Relationships*
- *Account Management*
- *Leadership & Mentorship*
- *Training & Development*
- *High-Level Negotiation*
- *Cross-Functional & Executive Collaboration*
- *Contract / Deal Administration*
- *Goal Management / Attainment*
- *Process Improvements / Best Practices*
- *Vendor Management*
- *Relationship Building & Networking*
- *On-set Direction & Management*
- *Viewership Growth*
- *Strategic Planning*
- *Business Transformation*
- *Licensing & Clearances*

## Professional Work Experience

### Senior Producer *Freelance* • Los Angeles • Oct 2022 - Present

- **Cycle Media:** Post Producer for Five TV Commercials for the ACC, leading a team of animators, designers, VFX artists and editors, while serving as the bridge between creative direction, client feedback and vendor management
- **Cycle Media:** Post Producer for an original digital video series for Google Android, shaping the storyline with the director and editor, while producing additional content for social media, including audio descriptive version for visually impaired viewers
- **Cycle Media:** Post Producer for the launch of Meta's GenAI chatbot character universe, producing hundreds of original video, photo and art assets for each AI character's social media feed
- **ATTN:** Creative Producer for a workforce and culture marketing campaign for Amazon, overseeing the successful development, production and post-production of over 200 video and still-photo deliverables

### Executive Producer *ATTN:* • Los Angeles • Aug 2021 - Jul 2022

- Directed video production of top white-label campaigns while collaborating with cross-functional teams, including Sales, Pricing & Planning, and Legal, to scope RFPs, devise creative concepts, estimate costs, perform risk assessments, and prepare project schedules, achieving individual new business opportunities worth upwards of \$3M
- Led a growth & retention marketing series for HBO Max, achieving buy-in to green-light further phases of the project QoQ by developing the creative format and producing 50+ test videos over 1 year with various levels of talent, ending in a multi-million dollar deal to expand the project to OTT and digital platforms with a 13-episode series starring A-List celebrities
- Integral in developing and establishing the Agency business unit by working directly with the Co-Founder, Chief Business Officer, Head of Revenue, and Senior Counsel to evangelize creative strategies and operational plans, securing buy-in from client executives across production budgets ranging from \$10K to \$1.5M
- Spearheaded the production of 5 Facebook episodes, plus TikTok and Instagram content for an AT&T branded campaign focusing on key transgender and non-binary stories, outperforming benchmarks with 7M+ views and 17M impressions and winning Best Video Series at the Shorty Impact Awards, and Gold in the DEI Branded Content category at the Anthem Awards celebrating purpose-driven work

## Experience Continued

### Supervising Producer *ATTN: • Los Angeles • Oct 2018 - Aug 2021*

- Revamped and directed the Division of Branded Video Production from the ground up by instituting best practices in a fast paced start-up environment, developing robust oversight and accountability processes to standardize production operations and meet targeted budgets, yielding 32% cost efficiencies from 2018-2020 netting \$1M+ in savings
- Wrote and produced a video to explain the mission and practices of Forward Health, garnering 6.4M+ views and becoming the client's 2nd highest performing video
- Built relationships with vendors, negotiating favorable and highly repeatable deal terms, installing assurance to vigorously pursue new business and rapidly scale production on fast-turn projects, including a year-long vendor engagement crucial in delivering a music documentary series that won Best-in-Video at the Shorty Impact Awards
- Oversaw the production of a branded video promoting the ABC series For Life, earning the 'Most Innovative Advertising for a TV or Streaming Series' at the 2021 Golden Trailer Awards
- Launched innovative COVID-19 pandemic practices by implementing new technologies, crafting talent self-filming guides, and partnering with specialized vendors, including designing a remote content studio for P&G at the 2020 Tokyo Olympics producing virtual sales presentations and live-streamed athlete roundtables, generating 21B+ earned and social media impressions

### Supervising Producer *DEFY MEDIA • Los Angeles • Nov 2016 - Oct 2018*

- Restructured the operations and oversight functionalities by mentoring and leading a team of producers, coordinators, and studio crew across 3 hit YouTube verticals, including ScreenJunkies, AWEme, and Clevver, producing 25 shows across 7 channels including the Emmy nominated series Honest Trailers, and launching 10 new shows between 2017-2018
- Instituted best practices, designed templates, trained producers on budget forecasting, revising, and reporting, and implemented a real-time reporting system to eliminate inadequate accounting processes and enable financial visibility, maximizing cost savings and maintaining an annual budget of \$2M across all verticals in alignment with business and programming goals
- Headed a team of 40 resources at the San Diego Comic-Con to design and build a tentpole live streaming studio with 3 days of event coverage, celebrity interviews, and breaking convention news
- Reproduced 4 of ScreenJunkies top YouTube shows into a sold-out live stage performance with celebrity guests at the House of Blues in sponsorship by T-Mobile and Samsung during the Comic-Con event, achieving record client engagement and additional video content for digital audiences
- Overhauled a premium special project as the Executive Producer of a documentary feature film by refreshing the creative direction, redefining and securing finances, and partnering with the Legal team to ensure appropriate administration on deal memos, releases, and footage clearances, leading to a successful theatrical and home-streaming release with a gross profit of \$250K and counting

### Senior Producer / Editor *WEBER SHANDWICK • Los Angeles • Jan 2016 - Nov 2016*

- Built and established a new in-house video production unit to produce strategic launches and integrated campaigns for Chevrolet, MilkPEP, Kingsford, Harley Davidson, TIAA, and Verizon while working closely with the entire agency network to win new client accounts, including Asus and Nokia, resulting in being on pace to generate \$1M+ within 1 year
- Drafted, directed, produced, and edited videos with oversight of post-production, including the award-winning documentary "Changing Lives With Every Breath," the Best-in-Healthcare video at the 2017 Brand Film Festival
- Prepared project budgets, hired vendors, and administered contracts, PO's and invoices.

### Creative Producer *RIP MEDIA GROUP • Los Angeles • Jun 2014 - Jan 2016*

- Leveraged new skills in 2D/3D character animation, motion graphics, and kinetic typography, producing a hybrid, live-action, animated brand film for the Imagine LA nonprofit and directing an animated history of Ben & Jerry's for live audiences during factory tours
- Delivered pitch decks and sales presentations and trained new staff members on company best practices for asset management, successfully maintaining accounts with key clients, including Comcast, Stanley Black & Decker, and Kaiser Permanente
- Created B2B marketing and workforce training content, including repurposing filmed speeches by C-Suite executives to create a 12-episode series for Keysight Technologies elevated with original animation and GFX

### Executive Producer / Creative Director / Co-Founder *DUMMY PILOT PRODUCTIONS • Singapore • Jun 2010 - Jun 2014*

- Co-Founded a production studio in Singapore by managing financial and legal obligations and establishing a brand in a major regional marketing hub, growing a client base including major agencies and firms
- Directed and produced the 1st original digital series for Yahoo! Asia-Pacific and a seasonal campaign for the Singapore Apple Store franchisees, accelerating growth for client companies
- Developed and produced a viral spec PlayStation4 ad campaign during E3, generating 1M+ views in 1 week
- Cultivated a relationship with Saatchi & Saatchi Singapore, producing 25+ RFP pitch videos helping the agency win new business, and expanded the relationship to develop and direct a commercial broadcast campaign for their client Subway Sandwiches

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## Education

**MFA in Film & TV Production** *New York University Tisch School School of the Arts Asia*

**BA in English Literature** *University of California Los Angeles*