

*Award-winning and accomplished creative professional with extensive experience leading high-impact multimedia campaigns and managing complex projects across diverse industries, including feature films, broadcast commercials, branded content, and digital series, driving creative excellence from concept to execution.*

Proven track record in delivering high-quality content across narrative films, streaming series, and branded advertising campaigns. Skilled in managing production lifecycles from concept to post-production, consistently aligning creative vision with client objectives. Expertise in leading cross-functional teams, fostering collaboration, and solving complex production challenges to drive project success. Demonstrated fiscal responsibility by delivering projects on time and under budget, optimizing resources for maximum impact. Internationally experienced and adaptable, with a portfolio of award-winning projects recognized at Sundance, Clio Awards, Art Director's Club, and Independent Spirit Awards. Known for innovative content development, strategic project management, and stakeholder engagement to achieve seamless execution and surpass expectations in dynamic creative settings.

Areas of Expertise

- |   |                                  |                                      |
|---|----------------------------------|--------------------------------------|
| •End-to-End Production Management             | •Digital Media Production        | •Resource Allocation & Scheduling    |
| •Creative Content Development & Strategy      | •Video & Photo Production        | •Script Development & Storytelling   |
| •Client & Stakeholder Relationship Management | •Post-Production Oversight       | •Production Logistics & Coordination |
| •Talent Direction & Vendor Management         | •Vendor Contract Negotiations    | •Multi-Platform Campaign Execution   |
| •Live Events & Experiential Activations       | •Project & Program Management    | •Cross-Functional Team Leadership    |
| •Workflow Optimization & Process Improvement  | •Budgeting & Financial Oversight | •Legal Documentation & Compliance    |

Professional Experience

Sidecar Collective, Los Angeles  
Senior Producer

December 2020 – Present

Headed the creative productions for Sidecar Collective from concept ideation to final delivery. Worked in multiple different mediums and formats including live action broadcast spots to 3D world creation. Provided strategic vision and leadership in production and post-production, overseeing script development, production, and editorial, to produce compelling content that achieved brand objectives. Lead project budgeting, timeline management, and resource allocation to optimize production efficiency and maintain alignment with client expectations. Led the team in production logistics, including talent acquisition, location scouting, and contract negotiations, ensuring seamless project execution.

Key Contributions:

- Built creative teams for specific projects from scratch, and managed them throughout the entire production, creating a productive work environment for multiplatform campaigns.
- Created high-impact branded content for prominent clients, including The Cisco Network and Riot Games, working with the brands to create international and multilingual campaigns for major audience engagement online.
- Worked with multiple production companies and vendors simultaneously to create a streamlined and cost-efficient production timeline for urgent projects.

Freelance & Contract Producer  
Senior Creative Content Producer

November 2020 – Present

Collaborated with diverse creative teams and international clients to craft compelling visual content that aligned with brand messaging and storytelling objectives, driving successful outcomes across various platforms. Managed complex logistics and resources for large-scale productions, leveraging expertise in global production environments to navigate cultural and regulatory challenges while maintaining high-quality standards. Demonstrated adaptability and expertise in coordinating productions across varied cultural and logistical environments, ensuring high-quality content delivery for global audiences and brands.

Key Contributions:

- Founded and led a freelance production company, contracting as a creative, content, and line producer for narrative films, streaming series, branded content, and advertising campaigns across global markets.
- Led international freelance creative and production efforts, serving as a content and line producer on narrative films, streaming series, branded content, and advertising campaigns across diverse markets.
- Managed multiple global ad campaigns and productions, including feature films and short-form content, ensuring seamless execution from pre-production through post-production, while meeting strict deadlines and budgetary constraints.
- Directed production on multiple international ad campaigns, feature films, and short-form content, overseeing all stages from concept development to post-production, ensuring on-time and on-budget delivery.

Direct overall operational activities associated with creative content production by providing strategic vision leadership to cross-functional teams in production and post-production, overseeing script development, on-set direction, and editorial decisions. Manage the entire content lifecycle, from concept ideation to final delivery, ensuring high-quality creative execution across various digital and social platforms. Coordinated with production logistics, including talent acquisition, location scouting, and contract negotiations, ensuring seamless project execution.

**Key Contributions:**

- Reconstructed and optimized project teams for multiple high-profile campaigns, driving project success through continuous client feedback integration and strategic adjustments.
- Created high-impact branded content for prominent clients, including Nike and Epic Games, translating complex brand messages into engaging narratives that resonate with target audiences.
- Implemented cost-saving strategies during pre-production, reducing in overhead costs without compromising content quality.

BRAT TV - Multiple Series, Los Angeles  
Producer

September 2021 - October 2022

Spearheaded the production of multi-episode short-form series for YouTube and streaming platforms, ensuring timely and high-quality content delivery. Orchestrated end-to-end production processes, including crew recruitment, budgeting, and sound stage logistics to drive operational efficiency.

**Key Contributions:**

- Shaped and defined the creative vision, partnering with directors and writers to align content with brand aesthetics and objectives.
- Negotiated vendor contracts and managed production resources to optimize costs while upholding premium production standards.
- Mitigated production challenges through proactive problem-solving, ensuring continuity and smooth project execution.

“Emily the Criminal” Feature Film, Los Angeles  
Production Manager

June 2021 - August 2021

Administered and optimized production budgets, reallocating resources to achieve financial efficiency while upholding quality standards. Commanded on-set operations, streamlining workflows and enhancing team communication to drive project momentum. Scheduled and orchestrated cast and crew activities, ensuring alignment with shooting timelines and maximizing productivity.

**Key Contributions:**

- Executed the project on time and under budget, leading to its successful premiere at the 2022 Sundance Film Festival.
- Strategized and directed comprehensive production logistics, coordinating locations, cast, and crew to ensure flawless execution of a feature film starring Aubrey Plaza and Theo Rossi.

TBWA\CHIAT\DAY, Los Angeles  
Associate Producer

April 2018 - November 2020

Organized multi-platform media campaigns across television, print, digital, and live events, ensuring cohesive brand messaging and high-impact results. Conceptualized and structured pre-production planning, driving creative ideation, budget forecasting, and competitive bidding processes. Orchestrated end-to-end production, overseeing casting, crew management, and location logistics to achieve seamless project execution.

**Key Contributions:**

- Spearheaded multiple projects, exceeding the standard workload of other Associate Producers.
- Directed post-production workflows, collaborating with editors and designers to finalize assets for maximum audience engagement across diverse media.
- Engaged high-profile clients including QuickBooks, Gatorade, Intel, Google Cloud, and the Recording Academy, ensuring alignment with campaign goals and creative vision.

TubeScience, Los Angeles  
Associate Producer

Sep 2017 - Apr 2018

Led the production and coordination of dynamic social media content for Tube Science, leading concept development, prop organization, and shoot logistics to deliver high-impact campaigns aligned with brand objectives. Orchestrated individual shoot production and provided strategic on-set assistance, ensuring creative consistency, efficient workflows, and optimal content quality to meet tight deadlines.

**Key Contributions:**

- Executed advanced editing techniques to refine social media videos and graphics, resulting in increased audience engagement and content performance across multiple platforms.
- Crafted compelling and innovative copy for social media campaigns, enhancing brand messaging and contributing to measurable increases in audience interaction and conversion rates.

### Associate Producer

Coordinated logistics for the production team, managing locations, cast, and crew to ensure smooth execution during pre-production and post-production stages. Facilitated cross-functional collaboration between departments, streamlining communication to enhance workflow efficiency and project continuity. Executed detailed production planning, securing locations and resources to support creative direction and scheduling requirements.

#### Key Contributions:

- Secured on-time and on-budget campaign delivery, strengthening client relationships and driving repeat engagements.
- Contributed to the film's successful debut at the 2020 Sundance Film Festival, premiering in competition in the NEXT category.

### Paper Moose Film & Design Collective, Sydney, Australia

August 2014 - August 2016

### Producer

Delivered innovative media solutions, elevating brand visibility and achieving client satisfaction through strategic content development. Collaborated with creative teams to shape engaging narratives, ensuring campaign consistency across diverse platforms and media channels. Orchestrated logistics for large-scale projects, overseeing casting, location scouting, and scheduling to optimize production flow.

#### Key Contributions:

- Cultivated strong client relationships, working with high-profile partners such as the City of Sydney, Universal Music Australia, UNSW, and Sydney TAFE.
- Produced multi-format media campaigns across television, print, digital, music videos, and live events, ensuring alignment with client objectives and creative vision.

## Education

Bachelor of Science Majoring in Biology | University of Sydney, Sydney Australia, March 2012 - June 2015

## Awards

"The City of Human Chess" – Best Documentary Winner, Doc LA (2023)

"2% Choir" – Silver Cube, Art Director's Club // Grand Clio, Gold Clio, Silver Clio, Clio Awards (2020)

"Records of Credit" – Wood Pencil, D&AD // Bronze Clio, Clio Awards (2020)

"La Leyenda Negra" – NEXT Category, Sundance Film Festival (2020) // John Cassavetes Award, Independent Spirit Awards (2021)

"Daughterhood" – Best Web Series, HollyShorts Film Festival (2020)

"Basta" – Best Documentary Winner, Official Latino Film Festival (2020)

"Lipton Iced Tea - Cool as a Cucumber" – Winner, MOFILM London (2015)

## Technical Proficiencies

**Film Editing:** Premiere, Adobe Suite

**Photo Editing & Graphic Design:** Adobe Suite, Affinity Photo

**Office Software:** Microsoft Office Suite, Google Workspace

**Production Management Tools:** Trello, Smartsheet

**Project Management & Budgeting:** Movie Magic, Gorilla, AICP/AICE Budgeting