

SENIOR PRODUCER | GLOBAL ENTERTAINMENT MARKETING

Creative marketing professional with a balance of advertising, audio-visual marketing, and project management skills.

Insightful, goal-oriented professional with a proven track record of successfully orchestrating creative production, advertising, and marketing efforts to produce award-winning international digital, social, and AV marketing campaigns rooted in strategic storytelling. Leads end-to-end, narrative-driven marketing and creative campaigns to build brand awareness and optimize the brand experience across all customer touchpoints. Adaptable professional with experience spanning a range of international cultures; works efficiently with global teams to design targeted marketing strategies for specific international markets.

- CREATIVE TEAM LEADERSHIP
- MULTI-CHANNEL MARKETING
- CREATIVE ADVERTISING
- PROJECT MANAGEMENT
- AUDIO-VISUAL MARKETING
- CAMPAIGN MANAGEMENT
- CROSS-FUNCTIONAL COLLABORATION
- DIGITAL ASSET MANAGEMENT
- BUDGETING & SCHEDULING
- CREATIVE CONTENT
- SOCIAL MEDIA STRATEGIES

PROFESSIONAL EXPERIENCE

CREATE ADVERTISING LONDON • London, UK | 2025 to Present

International award-winning entertainment advertising company specializing in bespoke digital marketing campaigns

SENIOR CREATIVE PRODUCER

Lead creative production and project management for integrated social, digital, and audio-visual campaigns across entertainment and brand clients. Oversee campaign development from creative strategy and client briefing through execution, resource management, and final delivery. Collaborate cross-functionally with internal creative teams, freelance talent, and client stakeholders to develop innovative, multi-platform campaigns that align with strategic objectives, timelines, and budgetary requirements.

- Spearhead social-first creative initiatives and support broader AV campaign development for high-profile entertainment clients.
- Drive creative strategy and identify opportunities to expand integrated social and digital offerings across existing accounts.
- Lead cross-functional collaboration between editorial, design, motion graphics, and production teams to deliver award-worthy campaign assets.
- Manage campaign workflows, resource allocation, budgets, and schedules across multiple concurrent projects.
- Support new business development efforts by developing creative proposals and contributing to pitch strategy and campaign ideation.
- Maintain expertise in emerging social trends, platform innovations, and evolving creative formats to inform forward-thinking campaign execution.

INTERMISSION FILM • London, UK | Amsterdam, Netherlands • 2022 to 2025

Award-winning film production company and creative agency specializing in audio-visual and design services.

SENIOR CREATIVE PRODUCER

Managed end-to-end audio-visual, print, and social media projects – from initial client briefing to creative execution, resource management, and delivery. Ensured each project fell within scope, schedule, and budgetary constraints. Provided leadership and strategic direction for creative teams and key project stakeholders; prioritized team member workloads to manage a high volume of international projects and ensure efficient execution.

- Project managed the production of the highest viewed *House of the Dragon* trailer, generating 7.5M+ views and supporting a globally recognized franchise launch campaign
- Produced campaigns recognized by Clio Entertainment Awards and Webby Awards (*Agatha All Along*) from initial creative strategy through production and delivery
- Selected key clients include Netflix • Studio Canal • HBO • Disney • Marvel • Focus Features

FOCUS FEATURES • Los Angeles, CA • 2021 to 2022

Film production and distribution company, owned by Comcast as part of Universal Pictures.

MANAGER OF CREATIVE ADVERTISING

Owned the creative process for advertising campaigns, marketing initiatives, audio-visual materials, and promotional collateral to promote the launch of award-winning feature films across multiple channels, including: TV, print, Instagram spots, and various social media. Drove the conception, development, and production of creative assets, established project budgets, and maintained deadlines for marketing campaigns.

- Oversaw the *Belfast* awards campaign across multi-platform creative and promotional assets supporting an Academy Award-winning film release.
- Awarded with a Bronze Clio for the creative AV campaign for *Belfast*
- Researched the creative awards landscape to ensure competitive materials that resonate with the target audience.
- Worked with internal teams and external AV agencies to develop integrated digital and print media campaigns.

MOCEAN • Los Angeles, CA • 2018 to 2021

Leader in entertainment marketing with a portfolio of clients that includes: Disney, Marvel, Warner Bros., Netflix, FX, and HBO

PRODUCER (2020 to 2021)

Managed all creative aspects of global 360-degree campaign development for a global audience, from budgeting and SOW documents to execution and launch. Developed trailers, complementary media assets, and marketing campaigns for multiple channels, including social media, digital events, and print advertising.

- Maintained budgets and approved costs and weekly time sheets. Ensured all deadlines were consistently met.
- Produced integrated AV and social campaigns supporting globally trending Netflix original programming, including the #1 viewed series *Blood & Water*.
- Key contributor to a Bronze Clio Campaign Award and Shorty Award-winning campaign for *Blood & Water*
- Owned the full creative process including music, writing, editorial, font design, and creative direction.

ASSOCIATE PRODUCER (2019 to 2020)

Collaborated with editorial, graphics, finishing, music, writing teams, and creative coordinators to produce promotional assets, marketing campaigns, trailers, and digital advertisements to promote high-profile feature films.

- Implemented a \$250MM box office marketing campaign inclusive of hundreds of trailers, TV promotions, digital assets, and global publicity initiatives with a 1.5-year lead time.
- Built strong relationships with client teams at the management and executive levels.
- Selected to participate in executive-level meetings and lead client outreach efforts; met with clients to understand their goals, challenges, and creative needs.
- Generated significant referral business and expanded the client base by 50%+.
- Completed the award-winning Netflix Year in Review in 2019; achieved a strong profit margin and secured an additional \$1MM deal with Netflix.

CREATIVE COORDINATOR (2018 to 2019)

Supported the creative process for various TV shows and trailer campaigns; worked closely with editors, writers, and clients to develop compelling content for streaming titles and feature films.

- Provided administrative and operational support for high-level directors; managed day-to-day workflows, schedules, and internal requests.
- Coordinated the activities of multiple personalities, artists, editors, and executives.
- Launched campaigns for award-winning films and TV programs, including the hit movie *Assassination Nation*.

BUDDHA JONES • Los Angeles, CA • 2016 to 2018

Award-winning advertising and design agency that creates innovative digital marketing campaigns.

CREATIVE COORDINATOR/EXECUTIVE ASSISTANT

Provided creative support and executive assistance to the owner. Drove the production process, developed creative assets, and supported campaigns for high-profile films, including: *Fantastic Beasts* and *Where to Find Them*. Cultivated a nuanced understanding of the TV and film industry, key influencers, and the creative process.

MULHOLLAND DRIVE ENTERTAINMENT • Los Angeles, CA • 2014 to 2016

Full-service boutique agency specializing in Entertainment Marketing and Branded partnerships.

ACCOUNT EXECUTIVE

- Managed agency operations and provided day-to-day client services at a boutique entertainment marketing firm.
- Worked with the President to develop proposals and campaign strategies for key marketing initiatives.
- Sourced entertainment properties and created plans for product placement, premiere parties, and event sponsorships.

VOLUNTEER WORK • National • 2015 to 2017

RIDER | PR DIRECTOR

- Biked for 70 days and 4,500 miles across the US with 30 riders to support young adults affected by cancer.
- Personally raised over \$7K to support the Ulman Cancer Fund for Young Adults.
- Led a suite of public relations initiatives to promote cancer awareness and raise donations.

AWARDS

Silver Clio, *Agatha All Along*, Digital Campaign, Disney / Intermission Film (2024)

Bronze Clio, *Belfast*, Mixed Campaign, Focus Features / Mark Woolen (2022)

Bronze Clio, *Blood & Water*, Mixed Campaign, Netflix / MOCEAN (2021)

Shorty Award, *Blood & Water*, Social Campaign, Netflix / MOCEAN (2021)

Silver Clio, *Assassination Nation*, Theatrical Teaser, NEON / MOCEAN (2018)

Webby, *The Mustang*, Trailer, Focus Features / MOCEAN (2020)

Bronze Clio, *Our Planet*, Social Video Netflix / MOCEAN (2019)

EDUCATION

Bachelor of Science (BS), Marketing Communications, Emerson College, Boston, MA

Eligible to work in US and EU (Dual French and US Citizen)