

Mariana Perin – EP/Senior Content Producer

marianaperin1@outlook.com | 248.842.6787 | Los Angeles, CA.

EXPERIENCE

Branded Content Producer

- Content production including broadcast, social, web assets, print and radio (both short and long form).
- Experience working within a creative advertising agency and direct-to-brand (internal).
- Production Experience: Productions with both non-union and union talent at SAG and AFTRA signatory agencies. International production, celebrities and budgets \$10MM+. Experience on-boarding clients to agency and acting as agency liaison (production specialist) for brand, establishing working relationships and processes. Experience training and managing mid/entry-level producers. Supervision of overall production timeline and budget scope from ideation through completion.
- Creative Producer: Creative staffing recommendations, including vetting vendors disciplined in production, editorial, music, motion, and other key artists. Partnering with creatives and cross functional teams to ensure creative idea achieves its maximum potential. CG/VFX specialist with experience in emerging technologies including AR/VR and gaming.

Freelance

EP/Senior Content Producer

- Facebook Reality Labs (Menlo Park, CA.) 03/2020 – Current
 - Portal | Oculus
- Wolfgang LA 01/2020 – 03/2020
- Facebook Reality Labs (Menlo Park, CA.) 06/2019 – 12/2019

Deutsch LA

Senior Integrated Producer

- Taco Bell | Hulu Sports | Snapple | Target | Tile (Global) | Pizza Hut

04/2015 – 05/2019. Los Angeles, CA.

Leo Burnett

Broadcast Producer

- Allstate | RE/MAX (Global) | Hallmark | Purina (LATAM)

08/2012 – 04/2015. Chicago, IL.

Energy BBDO

Integrated Producer

- Alka-Seltzer | One-a-Day | Flintstones | Aleve

04/2011 – 08/2012. Chicago, IL.

Havas Worldwide

Associate Broadcast Producer

- Michelob Ultra | Blockbuster (RIP) | Sprint | Valspar

04/2008 – 04/2011. Chicago, IL.

University of Illinois at Chicago

Video Services Director

- Launched closed-circuit campus TV station, taught students to create and promote their own programming.
- Spearheaded projects to increase video content on academic and campus service websites.
- Wrote, produced, filmed and edited all marketing and recruitment video content for housing department.

07/2005 – 06/2007. Chicago, IL.

Nude Hippo: Your Chicago Show (Channel 25 & NBC Chicago Online)

Director / Executive Producer

- Directed 30-minute weekly episodes shot in-studio with 5 – 7 cameras and managed 20-person cast and crew.
- Created show rundown and produced in-studio content, advising talent and writers with their live segments.
- Segment producer: Content development and edit supervisor.

03/2006 – 04/2008. Chicago, IL.

EDUCATION

Bachelor of Arts in Communication, Minor in Film Aesthetics and History, Concentration in Television Production
Oakland University, Rochester Hills, MI.

LANGUAGES

English, Spanish and Spanglish - all fluently written and spoken.

SKILLS

Video Editing (Avid, Final Cut, Premier), Photoshop, Google Docs, Dropbox.
Working knowledge of Spark, Sketch, Figma, VR gaming motion-capture.

SPECIAL SKILLS

Elevating creative, color-coded calendars, complicated Excel spreadsheets, typing really fast while looking off in the distance, diffusing uncomfortable situations.

ONLINE REEL

marianaperin.com

References available upon request.