TASHA P. HARDY

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Head of Video & Animation | Senior Producer | Creative Strategist

Delivering award-winning content, transforming teams, and driving measurable business growth

An award-winning Senior Creative Leader with over 15 years of experience in live-action video, film, animation, design & writing. Able to drive strategic campaigns, manage high-budget productions, and deliver innovative content that achieves measurable results. Produced the Gold and Silver Cannes Lions-winning "Morton Salt Girl's 100th Birthday" campaign, led the acclaimed digital Star Trek pilot "World Enough and Time" to industry recognition, and spearheaded top-performing social media initiatives. Demonstrating results-based leadership in navigating complex projects, optimizing processes, and fostering high-performing teams that deliver ROI-driven creative solutions.

— Professional Highlights —

- **Produced and wrote the award-winning short film and TV proof-of-concept "Curiosity," starring *Bob Clendenin, Eddie Steeples, John Lehr,* and *Joe Reitman***, with its world premiere at the Oscar-qualifying LA Shorts Fest. The film has been featured in 27 additional festivals and has won five awards, including Best Comedy at FirstGlance LA, where the lead was also up against Ron Perlman for Best Actor. View the trailer and learn more at www.CuriosityShortFilm.com.
- **Produced Elastic's Hero Video,** which won 4 Telly Awards, including Craft: Directing and 2 People's Tellys.
- **Recognized for progressive leadership in global video production, design, and writing,** with a deep understanding of diverse cultures, market demands, strategic partnerships, and financial performance.
- **A proven visionary ambassador for strategic planning and product development,** with a proven ability to execute innovative ideas, inspire teams, and expand market share through relationship-building and forward-thinking partnerships.
- **Trusted advisor with a reputation for fostering high-engagement cultures and leveraging partnerships** to address market challenges confidently. Sought after for specialized image solutions and high-impact special projects.

— Areas of Expertise —

- ♦ Creative Direction
- ♦ Brand Elevation
- ♦ Budgets & Scheduling
- ♦ Organizational Effectiveness
- ♦ Social Media
- ♦ Producing & Project Management
- ♦ Account Management
- ♦ Sales & Client Management
- ♦ Team Development
- ♦ Talent Curation
- ♦ Writing & Story Development
- ♦ Strategic Planning

— Career History —

Axonius | Austin, TX (Remote) · Contract **7/2026—Present**

Fractional Video Lead (7/2026—Present)

Serving as fractional Video Lead for the cybersecurity asset management company, overseeing video strategy, production and post-production across the brand's asset intelligence and exposure management category, including trade show coverage such as Black Hat.

Vespa.ai | Austin, TX (Remote) · Contract **5/2026—Present**

Fractional Video Lead (5/2026—Present)

Serving as fractional Video Lead for the AI search platform, developing and producing animated explainer video scripts and managing the end-to-end content strategy.

Freelance | Austin, TX **9/2025—Present**

Senior Producer & Content Strategist (9/2025—Present)

I partner with brands, founders and teams to develop high-impact content across video, writing, design and digital platforms. I lead projects end to end—from shaping the strategy and story to producing and distributing the work—using AI and automation to move faster without sacrificing quality. I focus on building scalable content systems that blend human creativity with smart tools, and on turning complex ideas into clear, compelling narratives that work across channels and media. The content I've worked on has garnered millions of views over a wide range of networks.

Select Clients: McLane, The U.S. Money Reserve & Streamlly

Elastic | Austin, TX **11/2021—9/2025**

Video PMO Specialist (11/2023—9/2025)

Oversaw and produced animation and live-action video shoots, managing a diverse portfolio of high-budget projects with significant technical complexity, including cybersecurity and AI-focused content. Led vendor/agency collaborations and internal projects, ensuring seamless execution and alignment with organizational goals. Proactively assumed responsibility for managing all financial aspects of the video department, including POs, SOWs, invoicing and quarterly budget allocation, streamlining processes and providing clarity. Sourced, evaluated, onboarded and managed video vendors while serving as the primary liaison between the video and legal departments to ensure compliance and efficiency. Developed and oversaw the video editorial calendar, drove strategic alignment across projects and optimized content delivery.

- ➢ Won a Marketing Recognition Excellence Award for high watch times and video views on YouTube videos.
- ➢ Achieved a 90% on-time or early delivery rate for video projects over the past year, a significant improvement from the previous 70%, with delays primarily stemming from stakeholder-side challenges.
- ➢ Produced the Generative AI "Snackable" series and three "Project 6" spots, which ranked among the top organic social media performers last year, showcasing exceptional engagement and audience impact.
- ➢ Played an integral role in overhauling the video department within six months, implementing new processes such as transitioning project management from Monday.com to Workfront, reorganizing the team, and hiring 12 new vendors—resulting in a 30% increase in the department's project capacity.

Highlighted Achievements:

- ➢ Successfully led the production of a $500K virtual studio vision video, leveraging advanced tools such as a motion-control robot arm and drone technology to elevate video quality and visual storytelling.
- ➢ Produced a distinctive live-action video in Austria for an email marketing campaign targeting C-level executives, achieving an impressive 45% open rate and exceeding campaign expectations.

Senior Video Producer (temp to perm, 11/2021—10/2023)

Led the end-to-end creation, development, and execution of live-action and animated video content. Collaborated with stakeholders, the global creative director, and senior leadership during pre-production to define project or campaign goals, target audiences, and key objectives. Directed all phases of production, ensuring projects aligned with creative vision, timelines, and budgets, while also traveling as needed to oversee on-site shoots. Managed the post-production process, coordinating editing, facilitating distribution to the appropriate teams, and organizing assets within the company's asset management library to maintain a streamlined workflow and long-term accessibility.

- ➢ Consistently achieved a 10/10 average video quality rating based on stakeholder feedback, reflecting exceptional production standards and client satisfaction.
- ➢ Drove audience engagement, with brand videos achieving a 70%+ watch time and completion.
- ➢ Reduced the animation production average turnaround time from concept to delivery by 20%.

Highlighted Achievements:

- ➢ Assisted in developing a comedic brand voice, resulting in a unique storytelling style that drove the success of multiple live-action video campaigns.
- ➢ Maintained strict budget control, keeping production costs within budget for 95% of projects.

- ➢ Streamlined webinar production by implementing the Socialive platform across the marketing organization, enabling the delivery of > 120 webinars with improved efficiency, faster turnaround, and consistent branding.

Visually (ScribbleLive/Rock Content) | San Francisco, CA & Austin, TX 07/2013—02/2022

Head of Creative Operations (08/2021—02/2022)

Spearheaded the transformation of the content marketing department, focusing on strategic campaigns designed to attract and engage enterprise-level accounts. Led change management initiatives, developed pricing structures, and created impactful marketplace platform collateral to drive revenue growth. Designed and implemented efficient creative supply management processes and accounting procedures to streamline operations and ensure financial accuracy. Successfully managed a team of five employees, fostering a collaborative and results-driven environment.

- ➢ Rebranded three key creative areas within the marketing department, including logo designs, animation assets (lower thirds, intros/outros, agency package), and updated brand guidelines.
- ➢ Led the redesign of the creative team structure, reducing reliance on external talent resources by 20%.
- ➢ Successfully delivered 50 creative projects on time and within budget, maintaining high-quality standards and stakeholder satisfaction.

Highlighted Achievements:

- ➢ Partnered with the CMO to create and maintain the first-ever brand marketing editorial calendar, establishing a strategic roadmap for the upcoming year.
- ➢ Implemented systems to measure the productivity and capacity of the creative team, ensuring efficient content generation and contributing to all five team members achieving their quarterly bonuses during this tenure.

Senior Global Category Manager, Video, Design & Writing (10/2017—08/2021)

Directed design and writing initiatives for enterprise accounts and strategic campaigns, ensuring exceptional creative outcomes. Served as the lead sales engineer for the video department, curating and managing a talented network of animators, designers, writers, and creative directors to deliver high-quality projects. Oversaw client budgets and timelines, maintaining strict adherence to objectives and fostering strong client relationships. Developed and implemented innovative departmental processes to enhance efficiency and effectiveness. Collaborated with the web development team to optimize the Visually platform, creating a seamless and engaging experience for clients while driving operational excellence.

- ➢ Served as the lead project manager for > 100 graphic design projects, ensuring seamless execution and alignment with client expectations.
- ➢ Pioneered a new creative process within the existing platform, reducing concept-to-execution timelines by 20%.
- ➢ Maintained a client feedback rating of 5/5, reflecting consistent project delivery and stakeholder satisfaction.

Highlighted Achievements:

- ➢ Awarded Employee of the Quarter (2019) for successfully reestablishing Oracle as a client by leveraging a strong relationship with their Director of Marketing.
- ➢ Created and authored the framework for 10 successful client interview podcasts, serving as the spokesperson and driving sales support through engaging and impactful content.

Head of Video & Animation (07/2013—08/2015)

Led the strategic direction and production of animation and live-action video content, ensuring alignment with client brand objectives and industry standards. Oversaw a multidisciplinary team of videographers, animators, editors, scriptwriters, and creative directors to deliver high-quality, visually compelling projects. Managed all aspects of departmental operations, ensuring projects were completed on time, within budget, and met creative excellence benchmarks.

- ➢ Served as Supervising Producer for > 50 motion graphic, animated, and live-action videos, acting as Executive Producer and Creative Lead for high-profile clients such as Oracle and Salesforce.

- ➢ Produced the “Morton Salt Girl’s 100th Birthday” campaign, which won Gold and Silver Lions at Cannes and drew over one million online views.

Highlighted Achievements:

- ➢ Produced animation for "The Big Picture," a National Geographic show starring Kal Penn, delivering visually engaging content to enhance the program's impact.
- ➢ Authored an article featured in Entrepreneur magazine, showcasing thought leadership and expertise.

— Previous Career History —

Freelance | Detroit, MI, Portland, OR & Austin, TX **01/2016—10/2017**
Creative Operations/Video Producer
Led organizations ranging from start-ups to conglomerates in crafting compelling stories. Spearheaded a start-up's rebrand, transforming its offerings from video production to an innovative combination of VR and video solutions.

NetSuite | San Mateo, CA **08/2015—01/2016**
Director, Video & Content
Managed all creative sales initiatives and channel partner projects, serving as producer and driving marketing team strategy while defining and implementing rebrand style guidelines.

TransVideo Studios | Mountain View, CA **08/2012—07/2013**
Producer & Writer
Produced and wrote live-action/CG hybrid media for commercials, broadcast television, and promotional videos, ensuring high-quality content and seamless integration. Managed live-action production teams, fostering collaboration and delivering projects on time and within budget for clients that included LinkedIn, Google, New Relic, Prospira, ValueClick & Nevro.

— Education —

Graphic Design Certificate, The School of Communication Arts
Studies in Film, Minneapolis Community & Technical College

Technical Skills: MS Office, Movie Magic Suite, Monday, Workfront, Riverside, Basecamp, SalesHandy, Statusbrew, Apollo, RocketReach, Figma, Vidyard, Allocadia, Workday Strategic Sourcing, Socialive, Brandfolder, Intercom & ClickUp