

# Tasha P. Hardy

Austin, TX 78741 | 213-804-7025 | Tasha@tashahardy.com

**Portfolio:** <http://tashahardy.carbonmade.com> | **LinkedIn:** [www.linkedin.com/in/tashahardy](http://www.linkedin.com/in/tashahardy)

## SUMMARY

Innovative and ambitious Creative Operations & Services Professional with extensive leadership experience in animation, video, film, design and writing. Talented in supporting companies with creating exceptional, compelling imagery solutions, that resonates with viewers and delivers measurable results. Passionate, Reliable, Collaborative and Results Driven.

## EXPERTISE

Leadership/Management • Talent Curation/Empowerment • Writing & Story Development  
• Organizational Effectiveness, Improvement & Development • Creative Supervision •  
Brand Elevation • Strategic Planning • Budgeting • Scheduling • Business Development • Marketing

## PROFESSIONAL EXPERIENCE

### **Visually Agency, San Francisco, CA /Austin, TX**

Senior Vertical Manager, Video, Animation: 2013 – 2015

Head of animation and live action production, with a focus on animated web commercials, broadcast television and cause-based videos.

Senior Vertical Manager, Graphic Design & Scriptwriting: 2017 – Present

Head of design and scriptwriting, with a focus on enterprise level accounts and strategic campaigns.

***“Morton Salt Girl’s 100<sup>th</sup> Birthday,” won a gold & silver metal at Cannes.***

***Employee of the Quarter in April of 2019.***

***Visually was acquired by ScribbleLive in 2016.***

*Clients include: Microsoft, Twitter, Accenture, PricewatercooperHouse, Dell, Dice, Verizon, Wikia, Oracle, Autodesk, World Bank, Redbull, Estee Lauder, Gerber, Deloitte, Snapchat, Causes, the Sundance Film Festival, National Geographic Television, LinkedIn, Salesforce.org, Equifax, Direct Energy, West and Trimble.*

- Develop pricing, create Marketplace platform collateral, design creative supply management processes and implement accounting procedures. (Video and design departments are the healthiest verticals in the company; overall 10% above margin with consistent excellent feedback.)
- Supervising producer on over fifty motion graphic and animated videos, including the show “The Big Picture,” for National Geographic Television (Starring Kal Penn).
- Supervising project manager on over 75 graphic design projects.
- Directly produced over 20 animated, motion graphic and live action videos.
- Directly project managing over 25 graphic design projects.
- Hired and supervising 50 animators, 25 designers, 15 scriptwriters & 12 creative directors.
- Support senior leadership and sales team in crafting and bidding proposals to procure accounts.
- Provide creative direction; executing vision and ensuring consistency within branding guidelines.
- Key problem solving, such as bringing the average video completion time down from 57 to 42 days.
- Executive Producer for Salesforce.org & Oracle campaigns.
- Visually Teams” SaaS initiative lead.
- Deep experience in managing virtual creative teams.
- Primary sales engineer for video, graphics and scriptwriting departments.
- Wrote an article that was featured in Entrepreneur magazine.
- A contributing member of the brand council.

### **Freelance, Detroit, MI/Portland, OR/Austin, TX**

Senior Producer & Content Strategist: 2015 – 2017

As a Senior Producer and Content Strategist, I drew upon my years of creative project execution experience to help organizations, from start-ups to conglomerates, tell stories that got results.

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*Clients included: Liquid Agency, Deep Sky, Giant Astronaut, Global Tennis Network, Happy Returns, TerriTool and Tact.ai.*

- Saw a creative startup through a successful rebrand from video-only to VR/video offering.
- Conducted analysis of business techniques and practices, strategized and provided educated solutions.
- Defined and drove production schedules from a bird's-eye view.
- Talent curation and management of day-to-day working relationships.
- Established pricing & organizational models for company marketing operations standardization.
- Developed messaging for and managing automated email campaigns with SalesLoft and Prospect.io.
- Built a video/VR pipeline, with 70+ leads and an opportunity value of > \$2mm.
- Sales & sales development, including drafted proposals/pitches and negotiating deals via Salesforce and Pipedrive funnel management software.

## **NetSuite, San Mateo, CA**

Director, Video and Content: 2015 – 2016

Director of brand awareness, thought leadership, customer case study, executive interview, sales & events videos (live action/animation), as well as infographics, design and writing.

- Principal in driving communication and teamwork between writers, designers, directors, editors, animation and visual effects artists. These included three brand, seven customer, four interview, three event & two animated videos, as well some infographics.
- Accountable for video department's finances, and successfully completed all projects under budget and within agreed timelines.
- Collaborated with peers to integrate marketing strategy, set direction and define style guidelines through a rebrand.
- Coordinated and systematically project managed creative/sales and channel, partner, product & solutions marketing teams, across parallel work streams.
- Created new processes and workflows to better support the video team, such as a more effective system for creative feedback cycles.
- Supervising producer on four international customer case study videos, including a Holland/UK series for the enterprise sales team.
- Hired and managed five vendors and four independent contractors; organized daily and weekly project updates to keep time and resources on track.

## **Transvideo Studios/Picturelab Agency, Mountain View, CA**

Producer/Writer: 2012 – 2013

Producer and Writer of live-action/CG hybrid media with a focus on commercials, broadcast television and promotional videos.

*Clients included: LinkedIn, Google, New Relic, Prospira, ValueClick and Nevro.*

- Produced and Wrote seven live-action/CG hybrid media (commercials and promotional videos).
- Oversaw and managed in house live action production team, 4 animators and 2 video editors.
- Collaborated with team of veteran executive producers and directors in all aspects of animation and live action pre-production & post-production.
- Managed and facilitated overall project scheduling, budgeting, purchase orders, invoices, travel, talent & location logistics.
- Worked with creative team and stakeholders to achieve group consensus through multiple rounds of script refinements.

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## **The Farnham Film Company, Los Angeles, CA/Surrey, UK**

Creative Producer: 2008 – 2012

I worked in development, sales and production for many projects.

*“London Fog” won first place at The-greenlight.com, was an official selection at the Feel Good Film Festival, as well as a finalist at the Moondance and Newport International Film Festivals. “The Hollywood Quad” was featured in Emmy Magazine & part of the Coffee Bean new media project.*

- Produced “The Hollywood Quad” television pilot & mini-series (signed Bryan Cranston).
- Sold feature film “Children of the Lake” to a sales agent & distributor (Inferno & Entertainment 7).
- Developed and drove fundraising strategies-procured 40% of \$10MM production budget in resources for feature film “London Fog” via tax credits and letters of intent from investors.
- Oversaw, hired and coordinated scheduling for talent, production crew and above the line talent.
- Located and secured 25 locations (total), necessary city permits and insurance.
- Came in on schedule and on budget on all projects.

## **Retro Film Studios, Los Angeles, CA/New York City, NY**

Producer: 2007 – 2008

Produced “World Enough and Time” a Star Trek pilot for a new series (starring George Takei). Produced “Blood and Fire” a Star Trek special for the internet (starring Denise Crosby).

*“World Enough and Time” won a TV Guide Award and was nominated for a Hugo and a Nebula.*

- Prepared, supervised and managed the budgets and schedules over a 24 month period.
- Hired and supervised a full time production crew of 75 members in multiple locations.
- Procured film equipment, permits and insurance for multi-state shoots (LA & NY).

## **Film and Video Production, Minneapolis, MN/Los Angeles, CA**

1<sup>st</sup> & 2<sup>nd</sup> Assistant Director: 2001 – 2007

Assistant Directed ten feature and short films: “Undo Undone,” “Soul Stripper,” “Disconnected,” “Mulligan,” “Thriller-Caron,” “The Boogeyman,” “20/20 Vision,” “The Portrait,” “True Blues,” “Social Misfits” and “Smile” - a Vitamin C Music Video

## **EDUCATION**

The School of Communication Arts - Computer Graphic Arts

Minneapolis Community & Technical College: Minneapolis, MN - Studies in Film