

TASHA P. HARDY



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Head of Video & Animation | Senior Producer | Creative Services Leadership

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. Successfully produced the Cannes Gold and Silver medal-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 campaigns. 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.
- **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 —

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

— CAREER HISTORY —

Elastic | Austin, TX

11/2021—Present

Video PMO Specialist (11/2023—Present)

Oversee and produce animation and live-action video shoots, managing a diverse portfolio of high-budget projects with significant technical complexity, including cyber security and AI-focused content. Lead vendor/agency collaborations and internal projects, ensuring seamless execution and alignment with organizational goals. Proactively assume responsibility for managing all financial aspects of the video department, including POs, SOWs, invoicing, and quarterly budget allocation, streamlining processes and providing clarity. Source, evaluate, onboard, and manage video vendors while serving as the primary liaison between the video and legal departments to ensure compliance and efficiency. Develop and oversee the video editorial calendar, driving strategic alignment across projects and optimizing content delivery.

- Recently won a *Marketing Recognition Excellence Award* for high watch times/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.
- Integral to 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 medals at Cannes, went viral, and garnered over one million views online.

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

Senior Producer & Content Strategist

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.

The Farnham Film Company | Los Angeles, CA & Surrey, UK

11/2008—08/2012

Creative Producer

Developed strategies for sales, hiring, and production while leading fundraising efforts that secured 40% of a \$10M production budget. Successfully sold the project "Children of the Lake," showcasing strong negotiation and sales expertise.

Retro Film Studios | Los Angeles, CA & New York, NY

01/2001—11/2008

Producer, 1st & 2nd Assistant Director

Produced "World Enough and Time," a pilot for a new Star Trek series, as well as "Blood and Fire," a Star Trek special created for online audiences. Successfully managed a crew across 75 locations.

— EDUCATION & LEADERSHIP —

Graphic Design Certificate, The School of Communication Arts

Studies in Film, Minneapolis Community & Technical College

— TECHNICAL EXPERIENCE —

Technical Skills- MS Office, Movie Magic Suite, Monday.com, Workfront, Basecamp, Figma, Vidyad, Allocadia, Workday Strategic Sourcing, Socialive and Brandfolder