

EDUCATION

BFA, Motion Pictures

Academy of Art University

San Francisco, CA

AREAS OF EXPERTISE

- Project Management
- Client Relations
- Strong Communicator
- iWork, Box, Quip, Slack
- Adobe Creative Suite
- Microsoft Office Suite

LANGUAGES

- English, Native Proficiency
- Spanish, Native Proficiency

AWARDS

ANDY'S

Verizon Fortnite Stadium 2021

- 1x Gold

CANNES LIONS

Verizon Fortnite Stadium 2021

- 17x Shortlists

CLIO SPORTS

American Express Us Open Air Tennis 2018

- 1x Gold, 1x Silver, 2x Bronze and 2x Shortlists

American Express NBA All Star Weekend 2019

- 1x Silver & 2x Shortlists

Verizon Fortnite Stadium 2021

- 3x Silver & 3x Bronze

D&AD

Verizon Fortnite Stadium 2021

- 1x Wood Pencil & 1x Shortlist

PROFESSIONAL EXPERIENCE

Senior Image Content Producer - Video, May 2024 to Present

Hogarth WW, Sunnyvale, CA

- Promoted to Senior Image Content Producer for high performance and exceptional results.
- Managed a pod, ensuring successful project completion.
- Led global localization efforts, overseeing project lifecycles and timely delivery.
- Optimized workflows, tracked versions, and communicated deadlines.
- Trained new hires on processes and best practices.
- Directed quality control to ensure assets met content sensitivity standards.

WW Image Producer - Video, Aug 2021 to May 2024

Hogarth WW, Sunnyvale, CA

- Provide expertise on regional localization across platforms, guiding projects through their lifecycle.
- Establish new workflows, track versions, create and communicate deadlines.
- Quality control on all assets before final delivery to ensure they meet content sensitivity standards for all GEOs.
- Strategize on global content plans across all client's locales including product launch, seasonal and campaign work across web, email, retail, and other platforms
- Collaborate with creative and development teams to establish global content needs, including creation of detailed content matrices, and assets.
- Partner with Brand teams to ensure clear understanding of software features and their availability throughout regions.

Content Producer, Jul 2017-Feb 2018 | Feb 2019 – Aug 2021

Momentum WW, New York, NY

- Promoted from Associate to Content Producer for exceeding goals and supporting company culture.
- Managed projects to ensure on-time delivery within 95-100% of budget.
- Delivered end-to-end video production for clients like American Express, Verizon, and Nike.
- Quickly resolved technical issues while maintaining strong business relationships.
- Reported key metrics to drive team and individual performance.
- Coordinated internal and external talent to create content meeting quality standards.
- Developed and maintained content archives to showcase library strength.
- Negotiated vendor contracts and adapted content for C-level executive requests.
- Led Momentum's first Grand Prix at Cannes Lions, increasing award success by 80%.

## AWARDS CONTINUED

---

### EX AWARDS

*Verizon 5G Stadium  
2020*

- 1x Silver

*GM Exhibit Zero 2021*

- 1x Gold & 1x Bronze

*Verizon Fortnite Stadium 2021*

- 1x Gold, 1x Silver & 1x Bronze

### ONESHOW

*GM Everybody In 2021*

- 1x Merit & 5x Shortlists

*Verizon Fortnite Stadium 2021*

- 2x Silver, 2x Bronze, 7x Merits & 7x Shortlists

### Freelance Post Producer, Feb 2018 to Feb 2019

McCann/Craft WW, New York, NY

- Designed and implemented a post-production environment, ensuring deadlines and compliance with corporate and regulatory standards.
- Created post-production bids with pricing, service commitments, and technical specifications.
- Established an efficient post-production workflow from asset hand-off to final delivery.
- Led post-production editing for clients like Mastercard, Verizon, and Coca-Cola.

### Production Coordinator, Mar 2015 to Jul 2017

McCann/Craft WW, New York, NY

- Streamlined decision-making processes to eliminate redundancies.
- Led successful OOH campaign launches and managed in-house photo shoots.
- Assisted Production Manager with content grids, budgets, research, and internal presentations.
- Developed procedures and recommended software/hardware improvements.