

PROFESSIONAL EXPERIENCE

LUPINE CREATIVE

Sr. Producer | January 2024 - Present

- Lead day-to-day processes for a portfolio of 5+ clients to drive a wide range of creative initiatives from inception to completion, collaborating closely with the Brand and Studio leads.
- Analyze client briefs and creative pitches to develop comprehensive scope components including timing, resources, and costs, ensuring clear documentation and reporting of project progress.
- Direct all aspects of production meetings, builds, live events, tear-downs, and content shoots, serving as the key agency liaison for vendors, contractors, and clients.
- Manage 3+ high-profile campaigns concurrently, demonstrating exceptional workload balance and task prioritization.
- Build and maintain client relationships, promoting clear and timely communication of production functions throughout the project lifecycle to contribute to client retention and business growth.

Producer | October 2021 - January 2024

- Executed activation and content concepts, leveraging expertise in creative ideation and production to deliver experiences that resonated with target audience; one campaign gathered 580M+ impressions and earned media value 5x the project investment.
- Drove projects forward by connecting across internal disciplines, facilitating creative feedback sessions with clients and internal teams, and communicating project details to stakeholders.
- Managed vendor and creative partner relationships, negotiating contracts and overseeing project progress to ensure quality and timely delivery.
- Led the creation and upkeep of production timelines, deliverables trackers, decks, and budgets for campaigns up to \$1M.
- Delegated project tasks to a team of 2 junior staff members based on individual strengths, skill sets, and experience levels.

Production Coordinator | April 2021 - October 2021

- Implemented asset and file management processes, providing long-term solutions to simplify workflows and centralize resources.
- Streamlined project status monitoring process, utilizing project management tools to track progress and identify bottlenecks.
- Generated rigorous documentation and timely reporting of project advancements, preparing status reports, meeting notes, schedules, budgets, and decks.
- Managed the procurement of vendors, props, locations, and talent, guaranteeing clear partner communication for smooth project execution.
- Promoted within a 6-month timeframe for initiating the improvement of internal processes and leading the execution of 3 client projects valued at \$200K.

EDUCATION

UNIVERSITY OF OREGON

BA Product Design and Italian | October 2014 - June 2019

- Leadership: Music Industry Collective (VP Marketing), KWVA Radio (Office Manager), University Housing (Team Lead)

SKILLS

- Adobe Creative Suite
- Figma
- Asana
- Airtable
- Monday