

OVERVIEW

Manages creative projects and optimizes productions that range from AAA entertainment rebrands to marketing campaigns

EXPERIENCE

4/2021 – Present

PRODUCTION COORDINATOR

Los Angeles, CA

Troika | Branding/Creative Marketing Agency | Staff (Hired from Freelance)

- Supported senior production and strategy teams
- Manages budgets; resource bookings, schedules; assignments; deliveries
- Optimizes back-end architecture for project tracking
- Published projects include – [UFC network 2022 rebrand](#); [LA Rams 2021-2022 Season in-stadium animations](#); [Big Ten Network's football & basketball 2021-2022 season rebrand](#); [Troika Group's Inaugural NFT Gift](#)

8/2018 – 3/2020

FREELANCE STRATEGIST – BRAND DEVELOPMENT

Los Angeles, CA

- *ViVi Naturals | CBD-infused Skincare & Haircare Startup | Freelance*
 - Oversaw brand development, research and market entry strategy
- *Starmen Design Group | Branding & Design Agency | Contract*
 - Developed marketing/branding strategic decks
 - Managed timelines, schedules, print, web, vendors and talent
- *Fungisaur | Toy Company | Contract*
 - Developed brand for Kickstarter launch; market research & strategy

1/2017 – Present

EVENT COORDINATOR

Los Angeles, CA

In Any Event | Event Production Company | Part-time (Weekends)

- Manages mid-to-large live event services (i.e., weddings, bar-mitzvahs)
- Oversees event vendors, schedules, logistics, and coordination

5/2016 – 11/2016

ASSOCIATE BRAND STRATEGIST

Los Angeles, CA

Troika | Branding & Marketing Agency | Contract

- Analyzed consumer insights, focus group feedback and client intakes
- Developed brand strategy decks incorporating consumer insights

5/2014 – 9/2014

PRODUCTION COORDINATOR – INTERN

Los Angeles, CA

The Cavalry Productions | Advertising Production House | Contract

- Scheduled and managed production assets, deliverables, and events
- Supervised production crew, permits, expense reports and invoices
- Edited and managed digital media, library and website

8/2011 – 12/2013

GAME DESIGNER - INTERN; PRODUCTION ASSOCIATE

El Segundo, CA

ZQGame | Mobile Game Publication | Employment

- Wrote main quest storylines for 6 published browser/mobile games
- Developed in-game events, design assets, and user experiences

EDUCATION*

2014 – 2017

UNIVERSITY OF CALIFORNIA – LOS ANGELES
MBA; Marketing; Entertainment Management

2008 – 2011

UNIVERSITY OF SOUTHERN CALIFORNIA
MFA; Animation and Digital Arts

2006 – 2008

SCHOOL OF THE ART INSTITUTE OF CHICAGO
BFA; Computer Animation

SKILLS

Project management • Business development • Brand strategy • Market research • Strategic/game design • Pre- and Post-Production

TOOLS

Google Suite, Adobe Creative Suite, Asana

*Additional education history and references available on request