KATIANA FARRIER

Creative Producer | Branded Video · Digital · Experiential · Post-Production

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PROFESSIONAL SUMMARY

I'm a creative producer with experience across branded video, commercials, digital campaigns, environmental design, and live events. I pair a producer's creative instincts with the structure to run complex projects end to end, from budgets, timelines, workflows, and vendors to on-set execution and post-production. Calm under pressure and sharp on detail, I keep creative, client, and production teams aligned from pitch through final delivery.

EXPERIENCE

SENIOR EVENT BRANDING & PRODUCTION SPECIALIST Feb 2025 - Aug 2026
TED · Contract New York, NY

- Led end-to-end production of event branding and environmental graphics for TED2025 and TED2026 in Vancouver, from vendor sourcing and proof approvals through on-site delivery and installation of signage, vinyl wraps, stage graphics, and digital displays.
- Managed a $210K production budget and vendor schedules, negotiating pricing and catching and resolving a $12K overage through line-by-line invoice review.
- Executed TED's sustainable production plan, sourcing recyclable Falcon Board and coordinating with vendors to help cut TED2025's graphics carbon footprint by 16% year over year, the lowest of any main TED conference since 2019.

SPONSORED CONTENT VIDEO PRODUCER Jan 2022 - Apr 2024
theGrio New York, NY

- Produced sponsored video campaigns for Chevrolet, Microsoft, and Honda from pitch through delivery, managing creative, casting, budgets, graphics, and deadlines.
- Managed video programming strategy across theGrio's web, cable, CTV, and OTT platforms, including leading all streaming app initiatives and building its content inventory.
- Streamlined production and programming communications across the Production, Design, Editorial, and Social teams to keep deliverables on schedule.

DESIGN PRODUCER Mar 2021 - Jan 2022
CNN Courageous Studios (WarnerMedia) · Contract New York, NY

- Managed design and development production for 15+ branded content campaigns at CNN's in-house brand studio, including Gilead, GM, Amgen, BASF, Cisco, Roberto Coin, and Nature Made, taking interactive articles, photo essays, and RE/FORM ad units from approved copy through flat mocks, development, staging, and launch.
- Built and maintained the studio's Design Workflow Tracker and client production timelines, used across the design, development, and account teams to track every deliverable and deadline.
- Led daily status meetings and design regroups with designers, developers, account managers, and agency partners, coordinating ad tagging and launch readiness for each campaign.

CREATIVE OPERATIONS MANAGER Jun 2018 - Nov 2020
ViacomCBS New York, NY

- Hired as the first Creative Operations Manager at WHOSAY, Viacom Velocity's influencer and branded content agency, building processes that tightened the handoff from pre-sale pitch to post-sale campaign activation.
- Tracked 1,000+ pitch and activation projects from request through final RFP response for clients including Spotify, Walmart, Pepsi, Unilever, and H&M, partnering with ad sales, research, pricing and inventory, and production.
- Owned creative SOPs for project intake, development, feedback, and delivery, and led team trainings, system updates in Smartsheet and Salesforce, and contractor hiring.

DIGITAL PROJECT MANAGER Aug 2017 - Feb 2018
ACE Content · Contract New York, NY

- Managed production delivery for the launch of Facebook Watch, overseeing 20+ original series including *Ball in the Family*, *MakeUp to Breakup*, and *Humans of New York*.
- Led a team of editors and graphic designers, relaying client notes and aligning on final deliverables.
- Ran deadlines, internal reviews, and QA so every deliverable met spec against the approved SOW and project brief.

Select Freelance Projects

CONSULTING PRODUCER, ANTENNA GROUP Jun 2025 - Aug 2025
Merz Aesthetics Radiesse product launch Mexico City, MX

- Produced a video and photo shoot on location in Mexico City, serving as liaison between the agency, the client, and a local production partner from pre-production through post.
- Led on-set operations alongside the client and agency teams, directing workflow across local crew and talent and managing approvals and asset delivery through post.

ASSOCIATE PRODUCER, WILLIE B STUDIOS Feb 2025 - Mar 2025
Google x Fashion Trust 2025 campaign

- Served as the central liaison among Google, Willie B Studios, and the featured fashion designers, aligning all parties on featured product and coordinating designer transportation and on-set well-being.
- Led client management on set for Google, translating the director's creative feedback in real time, then owned the post-production workflow for 12 social videos from edit through launch.

PRODUCTION MANAGER, DO WHAT YOU LOVE PRODUCTIONS Aug 2024 - Oct 2024
Brand activations & live events New York, NY

- Managed production for ENVSN Festival 2024, XBOX Sea of Thieves x New York Liberty, Adidas Hispanic Heritage 2024, and S.E.E.D. Workshops in LA and Detroit, leading crews of 10–15 production assistants.
- Oversaw event builds and teardown (staging, lighting, sound, seating, and decor), solving production hurdles creatively to cut costs.

FIELD PRODUCER, BECORE Apr 2024
Nike Jordan Brand Classic activation New York, NY

- Produced on-site execution of the activation, coordinating the brand team and venue management to keep the experience true to Jordan Brand's identity, values, and audience.
- Resolved production issues in real time, making build and staging calls that protected creative intent on a live-event timeline.

LINE PRODUCER, ESPN Jan 2022 - Mar 2022
ANDSCAPE Black History Month commercial New York, NY

- Line produced the commercial from pre-production through post, managing budget allocation, talent acquisition, and all client and crew communications.
- Secured legal and safety requirements, including liability waivers, insurance, workers' compensation, and location agreements.

Production Toolkit

Production: Budgets & Cost Tracking, Vendor & Partner Management, Scheduling & Timelines, On-Set & On-Site Management, Clearances & Agreements, Sustainable Production, Post-Production Oversight, Video Editing

Formats: Branded & Sponsored Video, Digital & Interactive Campaigns, Commercials, Event Branding & Environmental Graphics, Brand Activations & Live Events

Operations & Leadership: Process & SOP Development, Resource Planning, Stakeholder Management, Pitch & RFP Support, Client Relations, Cross-Functional Team Leadership, Crew Management, Scrum/Agile Methodology

Tools: Airtable, Smartsheet, Salesforce, Basecamp, Monday.com, JIRA, Trello, ClickUp, Notion, Figma, Adobe Premiere, Photoshop, Google Workspace, Microsoft Office

Languages: English, Haitian Creole (fluent)

Education & Certifications

BACHELOR OF ARTS, COMMUNICATION ARTS Dec 2013
Florida International University Miami, FL

Diversity & Inclusion Certificate, Cornell University (2020)