

SYLVIA BARRERA

CREATIVE PRODUCER

Houston, TX
c: 323.251.5788
sylviabarrera@me.com
<https://vimeo.com/sylvb>

PROFESSIONAL SUMMARY

It's about people, the amazing creatures we are, and this adventure, we call life. My passion and love for people, art and life experiences inspire me to bring innovative and progressive videos, and events to audiences. I love the power of a good wow. With my 20 years of experience in production, advertising, and marketing I find opportunities and insight to connect with consumers and very resourceful ways to get things done.

Qualification Highlights

- Post-production
- National & International TV Production
- Broadcast TV & Radio Production
- Line Producer
- Broadcast Business Manager
- Copywriter
- Photography Producer
- Development, creation, and execution of photo and video content
- Project Management
- Budget Management
- Integrated Producer
- Bilingual (English/Spanish)
- Digital Online Marketing
- Experience in B2C, B2B, and MLM.
- Deadline Oriented
- Strategic Thinking
- Experience in Retail
- Problem Solver

EXPERIENCE

- **Zurvita, Houston, TX** **July, 2018 to Present**
Online Digital Marketing Video Coordinator – Responsibilities include: working alongside the Business Development, Founders, CEO, and the Marketing team in creating processes, production teams, and implementing work flows to develop creative, marketing strategies and effect marketing collateral and tools for multiple platforms including events.
- **The 200 Project, Houston, TX** **August 2017 to May 2018**
Freelance Creative Digital Marketing Consultant/ Online Video Producer – Working alongside CEO to develop and execute creative digital strategies, creating new touch points.
- **The Company of Others, Houston, TX** **June 2017 to February 2018**
Freelance Producer /Spanish Copywriter – A client-facing role overseeing teams and projects. As project leader, led team throughout production of digital, TV and radio marketing collateral for Riviana Foods, Alteon Health, and Direct Energy. Successfully built teams and workflows and assured that expectations were exceeded, and budgets and timelines were met.
- **Lopez-Negrete Communications, Houston, TX** **June 2012 to February 2017**
Broadcast Producer – Successfully lead the production of integrated, multiplatform, national ad campaigns. Responsible for all production matters, plus ensuring that campaigns were effectively branded with proper messaging. Managed multiple projects in a fast-paced environment. Supervised post-production in LA, NY and Houston.
- **La Dama Reps, Los Angeles, CA** **June 2007 to June 2012**
Sales Rep/Marketing Consultant /Owner – Represented top-notch photographers, music houses, animation studios, VFX houses, and production houses. Provided clients with marketing plans, leads, PR, and social media strategies to keep brand top of mind and remain competitive. Organized and led presentations. Anticipated the client's needs and presented solutions to meet those needs and exceed expectations.

EDUCATION

University of Houston
Bachelor of Arts in Communication, Radio, TV & Film

ACCOLATES

2017, Best of Show, Houston ADDY's, Walmart, "Invisible Man" TV, Broadcast Producer
2012, Silver Houston ADDY, Dr. Pepper/Snapple, Squirt, "Thirst Quenchers", Radio Producer
2004, Ad Age Spot of the Week for Jeep Commander "Chrome Control" TV, Creative Producer
2005, Silver Telly Award, Jeep Commander "Chrome Control" TV, Creative Producer

LIST OF CLIENTS

Verizon	Fiat Chrysler Automobiles	Direct Energy
Walmart	Samsung	Visa
Toyota	Fios	AM/PM Minimarkets
British Petroleum	Zurvita	Kia

