

SYLVIA BARRERA

SR. INTEGRATED PRODUCER

📞 (323) 251-5788

@ sylviabarrera@me.com

🌐 sylviabproducer.com

🌐 [linkedin.com/in/sylviabarrera](https://www.linkedin.com/in/sylviabarrera)

PROFESSIONAL SUMMARY

As an award-winning Sr. Integrated Producer for Fortune 500 companies, with over 20 years of experience, I am confident that I can successfully deliver exceptional work for your team. I build teams and workflows, manage multiple projects in various stages of production, and oversee all aspects of production for multiple platforms in a fast-paced environment. My passion is in producing high-quality work that captivates audiences and exceeds expectations.

SKILLS

- International Production
- Post-Production Producer
- Excellent Communication Skills
- Business & Talent Manager
- Concept to Completion expertise
- Extreme Reach, Slack, Asana and Workfront savvy
- Project & Budget Management
- High-Quality Media Production
- Bilingual (English/Spanish)
- Deadline Oriented
- Microsoft Office, Google Docs, PowerPoint proficient
- Extremely Organized & Detail Oriented

EXPERIENCE

Freelance Producer/Self-employed Pix On Earth, LLC 1999 - Present

- Successfully produced local, national, and international original TV and radio ads for broadcast and digital platforms.
- Working harmoniously with Marketing Directors, Cost Consultants, SMEs, partner agencies, and Account and Creative teams at General, Hispanic, and Multicultural ad agencies in LA, NY, Detroit, and Houston, producing award-winning ad campaigns.
- Produced integrated ad campaigns with upwards of 100 assets with challenging timelines.
- Part of the sales team for production houses, representing directors, building reels, and in charge of Client Relationship Mgmt.

Highlights: Shot throughout Latin America with world-renowned Directors. Trained producers and business and talent managers on internal processes and in estimating and paying union SAG/AFTRA talent.

Clients: *British Petroleum, Chrysler, Jeep, Toyota, Chrysler Dealerships, Farmer John, University of Houston and Verizon*

Sr. Broadcast Producer Lopez Negrete Comm. Oct. 2021 - June 2023

- Led TV, radio, digital, and photography projects from concept to completion by estimating, providing production and post-production calendars and schedules, and a pre-production deck.
- Implemented AICP and client production guidelines to ensure the use of best business practices
- Conducted national and international castings for on-camera and voice-over union and non-union talent.
- Responsible for all aspects of digital production (banners, online and social media videos, and radios).

Highlights: Updated processes, forms, and spreadsheets to include digital media and incorporate new union contracts.

Implemented out-of-the-box thinking shooting internal training videos to train account and production coworkers. Produced traditional and social digital media. Leveraged an original shoot to produce photo stills. Created VO demo library for the agency.

Clients: *Walmart, Visa, Bank of America, Hyundai, and McDonald's*

Video Producer Cella/Chevron March 2021 - Oct. 2021

- Responsible for producing internal and external videos, within brand guidelines and client's timeline and budget.
- Ensured a smooth production process by applying Adobe Workfront to share progress across departments and project documents with coworkers and freelancers
- Worked alongside key decision-makers to produce original shoots for major company events.

Highlights: Led a multicamera video and stills shoot of the Chevron Pride Celebration in multiple cities, featuring, CEO, Mike Wirth.

Video Producer VISION Production Group March 2020 - Nov. 2020

- Produced experiential marketing/virtual events, corporate and event videos, meeting and exceeding client expectations.
- Applied Asana to track time, and costs, and to share progress and project documents across departments.
- A client-facing role leading film crew and post-production team from developing design theme to shooting and post.

Highlights: Produced the Girl Scouts interview-style shoot and virtual event with "The Little Couple" celebrity. Dr. Jen Arnold.

Clients: *Girl Scouts of America, Mobile Solutions, Small Business Administration, Holocaust Museum, and Hines Real Estate*

Video Coordinator/Writer/Producer Zurvita Holdings, LLC March 2020 - Nov. 2020

- Produced and wrote scripts for promotional videos for social media, company website, and video library
- Worked alongside Marketing VP and CEO to produce livestreaming videos for Facebook.
- Coordinated the production of all assets for experiential in-person events.

Highlights: Being part of the team developing new products, launching products, and overseeing projects from the design of logos and labels to shooting production videos, both promotional and how-to videos for digital and experiential marketing use.