

Judith Pena

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Creative Production Director

Delivers Creative Content To Promote Brands and Boost Audience Engagement

10+ years experience ushering projects from concept to completion, including pre- and post-production. A go getter planning advertisements and supervising the entire creative process. Positive team player, always willing to pick up slack and participate in team-building activities. Meticulous planning capabilities ensure on-time and on-budget project delivery. Leverages analytics to optimize content and inform promotional approaches. Deep knowledge of all elements of video production, from casting to location scouting to licensing and contracts. Proven leader, managing groups across functions and roles, encouraging creative collaboration.

Core Competencies:

- Videography
- Photography Direction
- Project Management
- Event Management
- Schedule Management
- Budgets
- Video Editing
- Copyediting
- Contract Negotiation
- Content Development
- 360 Campaign Marketing
- Broadcast TV

Professional Experience

Various Companies, New York, NY

Freelance Production Director, Senior Producer 10/2018 – Present

Provided contract services for various sized projects to companies across industries globally, including entertainment and lifestyle, news reports, music videos, commercials, and live reports from a mobile broadcast unit. Delivered services such as casting, location booking, licensing, video editing, and copyediting. Developed multi-million-dollar budgets and managed production costs. Maintained project goals, scope management, resourcing, and timelines, ensuring the on-brand delivery of collateral. Pitched creative production ideas and suggested innovative scenarios for completion.

Key Achievements:

- Rapidly recruited a team of 22 freelancers to fill in as needed during the Covid-19 pandemic.

USA Today, New York, NY

Freelance Producer/Editor, 9/2019 – 6/2020

Conceived, pitched, produced, and edited daily segments and occasional features for USA Today Life's flagship video franchise. Joined forces with franchise studio and Life teams to grow production slate and develop complementary coverage. Liaised with network executives to define and champion the organizational mission and vision. Monitors breaking news for interesting topics and rapid story assignments. Maintains project costs through careful budget creation and expense monitoring. Lead a diverse team of 12 creative individuals across various departments and ranks. Recruited and guided 50+ event and location crews.

Key Achievements:

- Restructured internal communications to boost team effectiveness and onboarding processes.
- Streamlined processes and enabled more rapid video creation by implementing Avid as the main editing software, reducing costs by \$250/video.
- Grew subscriptions and video viewership by 125% with a widely circulated video of Greta Thunberg's speech at the Manhattan Global Climate Strike.

Publicis Media, New York, NY

Senior Production Project Manager, 1/2018 – 12/2018

Constructed production schedules for multi-million-dollar new business pitches. Coordinated logistics for the design team, internal stakeholders, and clients. Ran large-scale events, negotiated vendor contracts, and planned for collateral, catering, and supply needs. Managed design team invoicing and expenses. Led multi-agency meetings and promoted effective partnership. Embodied flexibility, adjusting plans for dynamic targets, staffing changes, and operational specifications.

Key Achievements:

- Cut costs by 19% by building a roadmap to integrate 2 separate roles.
- Simultaneously carried out 25+ projects while meeting budget, schedule, and scope goals.

Nyra Lang Photography, Brooklyn, NY

Senior Producer • Director of Photography, 6/2016 – 12/2017

Crafted shortlists, booked talent and locations, and prepared sets for shooting lifestyle news reports, music videos, and commercials. Led regular production meetings. Supervised post-production activities, such as editing, dubbing, and color correction. Operated small cameras for behind-the-scenes shots.

Key Achievements:

- Organized production schedules and related activities for 35 shows and a news network podcast, underscoring multitasking expertise.
- Creatively conceived organic ways to include sponsors and advertisers in shoots.

Moneylion, New York, NY

Freelance Project Manager, 1/2016 – 6/2016

Composed detailed expense reports and requests for capital expenditures. Coordinated domestic and international travel arrangements. Screened applicants and conducted interviews. Liaised between finance, IT, and marketing departments, encouraging cross-functional collaboration. Proactively addressed issues including delays, equipment failures, and material deficits. Utilized effective time management to juggle tasks.

Neuroleadership, New York, NY

Freelance Project Manager, 8/2015 – 1/2016

Built team calendars. Collaborated with project members and cross-functional groups to address issues and engineer effective solutions. Performed detailed risk assessments for migration strategies. Leveraged customer feedback to inform process improvements and long-term business strategies.

Key Achievements:

- Enhanced performance by developing 40 new processes for employee evaluations. Encouraged employee growth and training with a creative reward system.
- Significantly bettered restoration plans by focusing on details for budgets, schedules, and cost estimates. Created a database of backlog projects as well as a portal for funneling new projects. Eliminated the need for an external vendor to organize projects.

Confidential, New York, NY

Associate Producer • Project Manager, 7/2007 – 8/2015

Created and executed production schedules. Built budgets and managed product costs. Edited video and selected shots for news stories. Wrote clear, informative news copy; fact-checked stories and ensured they met newsroom guidelines. Hired and supervised field crew for special events and location shoots. Managed 450+ external contracts. Served as interim production assistant when necessary.

Key Achievements:

- Grew the brand 37% over 4 years by adopting new distribution practices.
- Improved operations and profitability by implementing new technologies and refreshing production standards.
- Expanded revenue streams and cut operational costs by transitioning marketing efforts to social media, boosting profits by 47% over the first 2 years. Slashed operational costs by 75% over 7 years by minimizing vendor use and training internal staff to maintain new marketing practices.

Technical Proficiencies

Cameras: 5D, Blackmagic Pocket Cinema, Canon C100 Mark II Cinema, Canon EOS 70D/80D, GoPro, Panasonic Lumix GH4, Sony a7s II, Sony a7SR II

Tools: Adobe Analytics, Adobe Creative Suite, Airtable, Asana, Basecamp, Gantt Charts, Jira, Microsoft Office, Microsoft Project, Microsoft Teams, Monday, Slack, Smartsheets, Trello, WorkFront, Wrike, Word Press, Zoom

Education

Associate of Science in Psychology

Forsyth Technical Community College, Winston-Salem, NC

Associate of Business Administration

CUNY Eugene de Hostos Community College, The Bronx, NY