



SAMANTHA CONSTANT (310)-945-6927 | Fort Worth, TX

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Summary

Creative Producer with 10+ years of experience leading integrated marketing campaigns for major entertainment brands across film, television, and streaming. Proven track record driving pitches, building accurate estimates, rallying cross-functional teams, and delivering complex work on time and on budget. Seeking a senior producer or project leadership role focused on high-impact, integrated storytelling.

Skills

- **Production & Project Leadership:** Integrated campaign production, budgeting & estimating, resource planning, timeline & risk management, vendor management, client communication, cross-functional team leadership
- **Campaigns & Deliverables:** Social, AV, digital, web, experiential, physical product production, website & microsite production
- **Tools:** Airtable, Smartsheet, Trello, Basecamp, Notion, Harvest & Forecast, Float, Adobe Photoshop, Google Workspace, MS Office

Experience

MOCEAN – Remote

Producer (Contract) | September 2025 – January 2026

- Led social production for Universal's *Shrek* AOR social accounts, overseeing ideation, budgeting, resourcing, creative development, delivery and client communications.
- Produced physical product giveaways for Amazon's *Merchants of Joy* documentary, managing end-to-end vendor workflows, invoicing, and markup compliance, driving a 23%+ margin on a \$24K engagement.
- Drove creative development across AV, static, motion, print, and social assets for major IP campaigns.
- Led new business efforts by translating creative concepts into executable production plans, estimates, and timelines.
- Managed production schedules, approvals, and cross-disciplinary workflows to ensure on-brief delivery.

TRAILER PARK GROUP – Remote

Integrated Producer (Contract) | August 2024 - April 2025

- Produced 360 campaign pitches for Peacock originals, supporting strategic ideation across key art, trailers, secondary AV, social, websites, partnerships, and shoot concepts.
- Led social production for *Yellowstone* Season 5B for Peacock, managing creative strategy, scene selects, editorial direction, delivery, and serving as primary day-to-day client contact.
- Produced custom AV shoots for TNT's *The Hunt for Saddam* and led audience-driven pre-production of YouTube content for Universal's *Jurassic World* Kids, grounding creative decisions in platform and audience insights.

LEGION CREATIVE – Glendale, CA

Senior Creative Producer | October 2022 - May 2024

- Led end-to-end production of integrated marketing campaigns from pitch through post-launch across AV, social, digital, and experiential formats.
- Served as lead creative producer on the *Yellowjackets* Season 2 360 campaign (2023 Clio Silver Winner & 2024 Shorty Awards Finalist), and produced campaigns for *Velma*, *Billions*, *Leo*, *Argyle*, *The American Society of Magical Negroes*, and multiple new business pitches.
- Orchestrated workflows across editors, designers, and developers, overseeing asset planning, resourcing, project cards, feedback cycles, and quality control.
- Owned estimating, budgeting, timelines, vendor contracts, and freelancer onboarding, while mentoring interns and junior producers.

HOME BREW – Remote

Senior Creative Producer | July 2021 - August 2022

- Partnered with creative leadership to produce social and digital campaigns for film and television titles including *The Righteous Gemstones*, *Marry Me*, and *My Little Pony*.
- Produced an AR game microsite for CBS' *Good Sam*, leading creative development, UX collaboration, and cross-team collaboration.
- Led pitch processes including kickoffs, brainstorms, creative comps, deck development, and client presentations.
- Managed resourcing, task assignments, and growth trajectory of junior producers.

APPLE – Remote

Digital Creative Producer | (Contract) October 2020 - May 2021

- Managed production of performance creative across paid social, paid display, and rich media formats, ensuring alignment with brand, platform, and targeting requirements.
- Built and maintained production timelines while coordinating execution across multiple concurrent campaigns.
- Led creative kickoffs, status reviews, and stakeholder alignment meetings to drive approvals and on-time delivery.

HYDRO STUDIOS – Venice, CA

Account Supervisor | July 2019 - March 2020

- Project managed brand refreshes, websites, and integrated ad campaigns, partnering with in-house teams and external vendors.
- Owned scope, budgets, strategy, timelines, and client communications from kickoff to delivery.
- Oversaw QA cycles to ensure creative and technical alignment with brand standards.

SONY PICTURES TELEVISION – Culver City, CA

Senior Digital Marketing Manager | July 2016 – April 2019

Digital Marketing Manager | July 2015 – July 2016

- Led digital initiatives for Sony-owned TV channels, including brand refreshes, full website redesigns, and the mobile app launches for CineSony and SonyMovieChannel.
- Managed the “Walker’s Just Watch It” sweepstakes for *Walker, Texas Ranger* on getTV, increasing viewership by 15% in Households and 12% in Total Viewers within one month.
- Oversaw vendor selection, RFPs, schedules, budgets, SEO monitoring, and performance optimization recommendations.

THRESHOLD INTERACTIVE – Culver City, CA

Senior Project Manager | August 2014 – June 2015

Project Manager | May 2014 – July 2014

- Managed digital ad production and website builds for Nestlé brands including Nestea, Butterfinger, SweeTARTS, Resource Water, and Nestlé Pure Life.
- Produced six regional mobile sites, overseeing user journey mapping, partner coordination, budgets, schedules, approvals and delivery.

Awards

- 2023 Clio Silver Winner: Yellowjackets S2 Social Campaign
- 2024 Shorty Awards Brand Awareness Winner - Yellowjackets S2 Social Campaign

Education

Ithaca College BS Television and Photography, Marketing Communications

Cornell University Project Management Certificate

Certifications Project Management Professional - Certificate Issued April 2019