



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

samanthaconstant@me.com | samanthaconstant.com | linkedin.com/in/samanthaconstant

Summary

Creative Producer and integrated marketing leader with 10+ years of experience delivering custom content and cross-platform campaigns for entertainment, media, and consumer brands. Proven track record translating creative concepts into scalable production plans, managing complex stakeholder relationships, and leading high-visibility work from pitch through delivery.

Skills

- **Production & Project Leadership:** Integrated campaign production, budgeting & estimating, resource planning, timeline & risk management, vendor management, client communication, cross-functional team leadership, development of junior team members
- **Campaigns & Tools:** Social, AV, digital, experiential, websites; Airtable, Smartsheet, Trello, Basecamp, Notion, Harvest, Forecast, Monday.com, Float, Adobe Photoshop, Google Workspace, MS Office

Experience

THE ONION'S AMERICA'S FINEST CREATIVE AGENCY – Remote

Producer (Freelance) | April 2026 – August 2026

- Manage timelines, priorities, and cross-functional team and client communication while supporting creative and production teams in delivering high-quality bespoke work efficiently.
- Identify workflow gaps and implement solutions to improve efficiency; partner with leadership to align priorities and streamline execution.
- Project manage the launch of the new @realinfowars channel, one of the fastest growing new accounts on Instagram and TikTok

MOCEAN – Remote

Producer (Contract) | September 2025 – January 2026

- Led social production for Universal's *Shrek* AOR social accounts (2026 Shorty Awards Silver Winner), overseeing the creation of cross-platform products, including ideation, budgeting, resourcing, creative development, delivery and client communications.
- Produced physical product giveaways for Amazon's *Merchants of Joy* documentary, overseeing end-to-end vendor sourcing, budgeting, invoicing, and markup compliance while delivering 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.

TRAILER PARK GROUP – Remote

Integrated Producer (Contract) | August 2024 - April 2025

- Produced bespoke 360 campaign pitches for Peacock originals, shaping integrated creative strategy across AV, social, experiential, digital, and partnership 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 *High Value* Target and Peacock's *Twisted Metal* Season 2. Led audience-informed pre-production for Universal's *Jurassic World* kids' product promotion on YouTube.

LEGION CREATIVE – Glendale, CA

Senior Creative Producer | October 2022 - May 2024

- Served as lead creative producer on the *Yellowjackets* Season 2 360 campaign (2023 Clio and Shorty Awards Winners), and produced campaigns for *Velma*, *Billions*, *Leo*, *Argylle*, *The American Society of Magical Negroes*, and multiple new business pitches.
- Orchestrated workflows for templated and non-templated work across editors, designers, and developers, overseeing resourcing, feedback cycles, and quality control.

- Owned estimating, budgeting, timelines, vendor contracts, client communication, 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 unique social and digital campaigns for film and television titles including *The Righteous Gemstones*, *Marry Me*, and *My Little Pony*.
- Produced an AR mobile game microsite for CBS' Good Sam, leading creative development, UX, and cross-team collaboration.
- Led pitch processes including kickoffs, brainstorming, creative comps, pitch development, and client communication and 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 timelines while leading kickoffs, stakeholder alignment, and approval processes across multiple concurrent campaigns

HYDRO STUDIOS – Venice, CA

Account Supervisor | July 2019 - March 2020

- Project managed brand refreshes, websites, emails, and integrated ad campaigns, partnering with in-house teams and managing external vendors for clients such as Health Net, Stonyfield, and Curaleaf.
- 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 getTV, 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 and management of RFPs, schedules, budgets, SEO monitoring, and performance optimization recommendations.

Awards

- 2023 Clio Gold Winner: Video Promo Special Shoot - Yellowjackets S2: MTV News Deep Fake
- 2023 Clio Silver Winner: Social Campaign - Yellowjackets S2
- 2023 Clio Bronze Winner: Integrated Campaign - Yellowjackets S2
- 2023 Clio Bronze Winner: Social Media Craft - Yellowjackets I'm Just a Girl and No Return Lyric Videos_
- 2024 Shorty Awards Bronze Winner: Multi-Platform Presence - Yellowjackets
- 2025 Shorty Awards Silver Winner: Multi-Platform Presence - Shrek

Education

Ithaca College BS Television and Photography, Marketing Communications

Cornell University Project Management Certificate

Certifications Project Management Professional - Certificate Issued April 2019