**SAMANTHA CONSTANT** (310)-945-6927
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**Summary**

Experienced Senior Digital Producer with over 14 years of agency experience. Proven ability to lead and positively influence brand development through creative and strategic marketing campaigns. Expertise in producing 360 marketing campaigns, brainstorming new strategic directions, managing creative and development teams, and delivering high-quality assets for various digital platforms.

**Skills**

* **Software & Tools:** Adobe Photoshop, Trello, Basecamp, Airtable, MS Projects, Smartsheet, Google Drive Suite, Notion, Harvest & Forecast, MS Office Suite
* **Project Management:** Budgeting, Scheduling, Vendor Management, Resource Allocation, Client Communication
* **Creative Production and Strategy:** 360 Marketing Campaigns, Social Media Content and Planning, Video Production, Digital Asset Management
* **Website Production:** Wireframes and Site Map development, User Stories and Journey Map creation, Quality Assurance, Github, Hubspot, basic html coding/edits

**Experience**

**Trailer Park Group, Remote**
***Integrated Producer (Contract) August 2024 - April 2025***

* Produced extensive 360 marketing campaign pitches for various TV shows on Peacock, including ideation/strategy for key art, trailer, secondary AV, social, websites, partnerships and shoots.
* Produced Yellowstone social assets for Season 5B coming to Peacock, including ideation/strategy, choosing scenes/recording timecodes, working directly with editors, delivering final assets and account management, serving as the main point of contact for the client throughout the campaign.
* Produced, with the assistance of other teams, a custom shoot for TNT's The Hunt for Saddam and all pre-production for YouTube content for Universal's Jurassic World Kids account based on strategic recommendations and research on audience and platforms.

**Legion Creative, Glendale, CA**

***Senior Creative Producer October 2022 - May 2024***

* Produced 360 marketing campaigns for entertainment brands. Responsible for pitch through post-launch, including ideation and strategy direction.
* Served as the main creative producer on the Yellowjackets S2 360 campaign (2023 Clio Silver Winner) and social campaigns for Velma, Billions, Leo, Argylle, The American Society of Magical Negroes, and various pitches.
* Collaborated with video editors, static designers, and website developers to create a multitude of assets for various digital platforms, including scheduling resource allocations, project cards, client feedback, and quality assurance.
* Performed estimating and budgeting, created schedules, managed timelines, and wrote contracts for new clients.
* Created a network of freelancers and onboarded them as needed, Managed interns and other junior resources.

**Home Brew, Remote**  ***Senior Creative Producer July 2021 - August 2022***

* Managed and collaborated with a Creative Director and team of designers to produce creative assets for various movie and television shows including Righteous Gemstones, Marry Me, My Little Pony, and more.
* Produced an Augmented Reality Game, in the style of Operation, for CBS' Good Sam.
* Created creative production tickets, gathered assets, analyzed risks, and answered questions from designers.
* Led pitch process including kick offs and brainstorms and directed creation and design of creative comps and pitch decks.
* Presented pitch decks to clients for new business acquisition.
* Responsible for assigning work and growth/learning trajectory of junior producers.

**Apple, Remote**
***Digital Creative Producer (Contract) October 2020 - May 2021***

* Managed the creation of performance assets for paid display, rich media and paid social
* Created timelines and coordinated execution of creative for various campaigns.
* Led kick offs, status meetings, and reviews.

**Hydro Studios, Venice, CA**
***Account Supervisor July 2019 - March 2020***

* Project managed all elements of brand refreshes, websites and ad campaigns working with a team of in-house creatives and developers, and outside vendors/freelancers as needed.
* Managed scope, budget, strategy, timelines and client expectations.
* Led weekly meetings and communicated project status with stakeholders/clients.

**Sony Pictures Television, Culver City, CA
*Senior Digital Marketing Manager July 2016 – April 2019******Digital Marketing Manager July 2015 – July 2016***

* Created schedules and RFPs as needed, reviewed proposed budgets and determined vendors.
* Managed a Walker's Just Watch It Sweepstakes to promote Walker, Texas Ranger on getTV. Increased viewership by 15% in Household and 12% in Total Viewers in just one month.
* Led brand refresh and website redesigns for Sony owned TV channels. Produced the launch of mobile apps for CineSony and SonyMovieChannel including integration with scheduling data.
* Monitored SEO and website performance offering key suggestions for improvements.

**Threshold Interactive, Culver City, CA**
***Senior Project Manager August 2014 – June 2015******Project Manager May 2014 – July 2014***

* Worked on digital advertising including online videos, banner ads, social media graphics and website creation for: Nestea, Resource Water, Butterfinger, SweeTARTS and Nestle Pure Life.
* Produced mobile sites for Nestle Regional Waters (x6) including mapping user journeys.
* Deliver assets within desired timelines and costs.

**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