

# ANGELA R. BARBER

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I'm a leader and a strategic partner who thrives on healthy Agency & Client relationships that are built on the foundation of partnership, trust, and respect. With more than 15 years of experience in advertising, entertainment, new media and broadcast production; I'm best known for bringing a unique perspective to creative conversations, and to contributing to writing and art direction, in a way that seamlessly aligns with production. I'm adept at helping to develop, shape, influence, and produce best in class creative content for all platforms.

## SKILLS INCLUDE

Content Strategy & Creative Ideation  
Video Production  
Consumer Trailers  
Entertainment  
Docu-Style Content  
Photography & Print

Broadcast Production  
TV & Radio Marketing Commercials  
Websites  
Television Production  
Unique Social & Interactive Content  
Post Production

Film Production  
Audio Podcasts  
Animation & Motion GFX  
Digital & Social Activations  
UI Design/Revs/Updates  
CGI & Visual EFX

## CURRENT

Wunderman Thompson | North America | 2020 - Present

*SVP, Content Production North America*

- Head of production leading a global connected network for Creative Content Production.
- Creating and maintaining the vision and goals, thought leadership, growth opportunities, and operational/strategic/creative/production plans.
- Setting up decoupled production entities for SAG/Union & Non-Union production offerings.
- Building a consistent production staff, structure, and processes across the network.
- Implementing integrated and scalable workflow systems that improve process and efficiencies.
- Managing global productions, including transcreation and localizations.
- Partnering with global Teams to collaborate on best practices, budget efficiencies, and frameworks for elevated content development.
- Recruiting, Staffing, & Training Teams; including Staff & Freelance Producers, Business Affairs, Editors, Content Creators, & Motion Designers.
- Inspiring and nurturing teams as well as mentoring and developing talent.
- Assignment intake, Project planning, Resourcing and SOW management.
- Creating executive presentations, budget summaries, production plans, and multiple project schedules.
- Creative problem solving & strategic thinking.
- Researching and monitoring of the social content space, competitive products, and market trends.
- Turning consumer insights and behavior into culture-driven, brand building creative concepts and engagements.
- Overseeing Teams and spearheading 360 campaigns & new product launches from concept through all phases of strategy, creative development, production, and post-production.
- Ensuring the highest quality creative, storytelling, filming, and final product.
- Delivering film, Social, Digital, Experiential, Activations, and Website content.
- Executive Leadership & Collaboration; Shaping Strategy, Evolving Creative, Producing best in class content for multiple clients and for all platforms.

## AGENCY WORK EXPERIENCE

*Freelance Exec/Sr. Integrated Producer | 2004 - 2020*

Deutsch  
180LA  
Young & Rubicam  
72andSunny  
The Pitch Agency

Zambezi  
R/GA LA  
Tiny Rebellion aka DonatWald  
Muse Communications  
BBDO West

Dailey & Associates  
Euro RSCG  
Grey  
Waylon  
Hogarth NY

## Additional Agency

Carol H. Williams Advertising | Oakland, CA | 2001 - 2004

- Staff Broadcast & Creative Content Production Director

## BRAND ADVERTISING WORK EXPERIENCE

The Walt Disney Company | Los Angeles, CA | 2019 - 2020

*Integrated Production Director: Disney Parks, Experiences, + Products/Yellow Shoes*

- Lead New Media Production at Yellow Shoes for Disney Parks, Experiences, and consumer Products.
- Oversaw Teams and spearheaded global campaigns from concept through all phases of strategy, creative development, production, and post-production.
- Researched and monitored the content space, competitive products, and market trends.
- Partnered with Walt Disney Imagineering, Star Wars, Marvel, and Pixar to develop and produce creative content to support key marketing communication strategies across all channels and consumer segments.
- Ensured the highest quality creative, storytelling, filming, and final product.
- Deliverables included New Media/Digital & Social content/activations/engagements, Film creative content, TV & Radio Broadcast commercials, Experiential Marketing & Events, Photography & Print.

*Executive Creative Producer*

Snap, Inc. | 2019

Twitter, Inc. | 2017 - 2018

Beats by dr. dre/Apple, Inc | 2015 - 2016

Mattel, Inc. | 2006 - 2008

Disney/BVHV | 1993 - 1997

- Project planning for goals, staff requirements, creative development, scope of work, budgets, and timelines.
- Oversaw teams and spearheaded global campaigns from concept through all phases of creative development, production, and post-production.
- Resourcing, contracting, and managing internal teams, agencies, and outside vendors.
- Produced the highest quality creative, storytelling, filming, and final product within the allocated timeline and budget.
- Deliverables included Brand Advertising & Marketing Campaigns, Digital for the Application or Platform, Digital & Social Content & Activations, UI design/revisions/updates, Long & Short Form Original Content
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## RESPONSIBILITIES

- Spearheaded creative ideas from concept through all phases of creative development, production, and post-production.
- Advised and partnered with leadership on strategy and standard methodologies needed to help elevate Brands, Creative, Production, and final deliverables.
- Neutral conduit between, Clients, Agencies, Creatives, Brand and Strategy Teams.
- Leadership, hiring, and mentoring producers, business affairs managers, studio talent, and support staff.
- Project planning for goals, staff requirements, creative development, scope of work, budgets, and timelines.
- Partnered and engaged with filmmakers, talent agencies, and production partners as needed.
- Resourced, briefed, and managed all production and post-production vendors.
- Provided ongoing creative direction to internal teams, external vendors, and other key stakeholders.
- Determined production and post-production specifications.
- Created and distribute production & post production timelines.
- Managed Complete Editorial Process: offline, telecine, GFX/animation, VFX, online, music composition, sound design/VO record/mix/layback.
- Created Recording and As-Produced scripts.
- Issued, approved, and processed purchase orders, invoices, and contracts.
- Actualized production and post production budgets.
- Generated complete production & post production WRAP materials.

## ASSETS

- Well-versed and passionate about entertainment and pop culture: Television, Sports, Books, Music, Fashion, and Art.
- Thorough knowledge of production and post-production techniques and technical equipment + the ability to resource the most innovative yet cost-efficient vendors.
- Solutions-driven leader who's committed to delivering creative content that is in line with the overall marketing and creative strategy.

## TELEVISION WORK EXPERIENCE

*Production/Post Production/Research | 1989 - 2006*

- Researched, developed, and produced relevant TV programming with a familiar look, tone, and feel for the dedicated audience.

Man, Machine, Moment (M3)  
Entertainment Tonight  
The Cat Cora Show  
Access Hollywood

Sports Wives 2-HR Special  
Channel One  
FitTV's Housecalls  
KPIX News

The Arsenio Hall show  
KTVU News  
Fresh Prince of Bel Air  
The Dating Game

## DIRECT RESPONSE WORK EXPERIENCE

*Lieberman Productions | San Francisco, CA | 2005*

*Executive Producer: Proactiv and Sleek Essentials Brands*

- Introduced new products and created break-through advertising in order to increase brand recognition and purpose.
- Created value-added campaigns with existing products.
- Created, wrote, and produced long and short form broadcast for the domestic and international audiences.

## POST-PRODUCTION WORK EXPERIENCE

*Ascent Media fna Four Media Company | Burbank, CA | 1997 - 1999*

*Operations Manager and TV Commercial Integrator, Television Syndication Division*

- Managed, Edited, integrated, finished, and shipped the highest quality syndicated TV programming.

## ADDITIONAL SKILLS

Mac OS, IOS, Apple Music, iTunes, App Store, iBooks, Podcasts, Apple TV, Android, High Definition Projects, Red Camera Productions, Green Screen, AVID, Final Cut Pro, MS Project, Flash, HTML, Java, Ajax, Photoshop, and Illustrator.

## Awards

Gold Anthem/Webby  
Silver Clio Statue  
Bronze Clio Statue  
Effie Award  
Silver Addy Statue  
Silver Telly Statue  
Bronze Telly Statue

## EDUCATION

*University of California at Los Angeles*

*BA: Mass Communications*

*Stanford University*

*MA: Broadcast Journalism*