

# ANGELA R. BARBER

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Proven leader and a strategic partner who thrives on healthy Agency & Client relationships that are built on the foundation of partnership, trust, and respect. Seamless management of (7) key areas for success; Agency + Brand leadership, growth, technology + innovation, creative output, operational design and functionality, financial delivery, and talent management. With more than 15 years of experience in advertising, entertainment, new media and broadcast production; 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. Adept at helping to develop, shape, influence, and produce best in class creative content for all platforms.

## GENERAL SKILLS

- Creative Content
- Video Production
- Consumer Trailers
- Entertainment
- Docu-Style Content
- Photography & Print
- Broadcast Production
- TV & Radio Marketing Commercials
- Websites
- Television & Film Production
- Unique Social & Interactive Content
- Post Production
- AI Production, Post production, & VFX
- Audio Podcasts
- Animation & Motion GFX
- Digital & Social Activations
- UI Design/Revs/Updates
- CGI & Visual EFX

**ADDITIONAL TECHNICAL SKILLS** AI production/post production/VFX, Virtual Productions, Mac OS, IOS, Apple Music, iTunes, App Store, iBooks, Audio Podcasts, Apple TV, Android, High Definition Projects, Red Camera Productions, Green Screen, AVID, Flame, Final Cut Pro, MS Project, Flash, HTML, Java, Ajax, Photoshop, and Illustrator.

## CURRENT

**Fractional Executive: Agency & Brand | LA/SF/NY Hybrid | 2024 - Present**

*Head of Production/CPO, Executive Producer, Operations and New Business Consultant*

- Helping Brands & Agencies with Financial Planning, Complex project assignments, MSAs, SOWs, Full Scale Productions, Recruiting & Staffing, Vendor Management, Reconciliations, and scale their business efficiently.
- Operationalizing their business by developing unique internal processes, procedures, and workflow systems.
- Project Planning & Management.
- Production execution & Delivery of best-in-class Creative content, Activations, & Experiences.

## AGENCY EXPERIENCE

**Wunderman Thompson | North America – NY/Remote | 2020 - 2024**

*SVP, Content Production North America*

- Head of production leading a globally connected network for Creative Content Production, Operations, & Experiences.
- Built In-House Production Teams & Post Production Studios, Capabilities, and Culture.
- Set up decoupled production entities for SAG & Non-Union production offerings.
- Built a consistent production staff, structure, and processes across the network.
- Implemented integrated and scalable workflow systems that improve process and efficiencies.
- Managed global productions, including transcreation and localizations.
- Partnered with global Teams to collaborate on best practices, budget efficiencies, and frameworks for elevated content development.
- Recruited, Staffed and Trained Teams; including Staff & Freelance Producers, Business Affairs, Editors, Content Creators, and Motion Designers.
- Inspired and nurtured teams as well as mentored and developed talent.
- Created executive presentations, budget summaries, production plans, staffing plans, statement of work (sow), master service agreements, and multiple project schedules.
- Project planning, Assignment intake, Financial Planning & Cost reporting, Resourcing and SOW management.
- Oversaw Teams and spearheading 360 campaigns & new product launches from concept through all phases of strategy, creative development, production, and post-production.
- Ensured the highest quality creative, storytelling, filming, and final product.
- Delivered film, Social, Digital, PR Radio, Audio Podcasts, Experiential, Activations, and Website content.

- Turned consumer insights and behavior into culture-driven, brand building creative concepts and engagements.
- Executive Leadership & Collaboration; Shaping Strategy, Evolving Creative, Producing best in class content for multiple clients and for all platforms.
- Creative problem solving & strategic thinking.
- Researched and monitored the social content space, competitive products, and market trends.

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

*Director, Broadcast & Creative Content Production*

#### **Freelance Executive / Sr. Integrated Producer | LA/SF/NY Hybrid | 2004 - 2020**

- |                    |                       |              |
|--------------------|-----------------------|--------------|
| • Deutsch          | • R/GA LA             | • Euro RSCG  |
| • 180LA            | • Tiny Rebellion aka  | • Grey       |
| • Young & Rubicam  | DonatWald             | • Waylon     |
| • 72andSunny       | • Muse Communications | • Hogarth NY |
| • The Pitch Agency | • BBDO West           |              |
| • Zambezi          | • Dailey & Associates |              |

## **BRAND ADVERTISING 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 & PR Radio Broadcast commercials, Experiential Marketing & Events, Photography & Print.

#### **Beats by Dre/Apple, Snap, Twitter, Mattel, Disney / BVHV | Los Angeles, CA | 2010 - 2019**

*Freelance Executive Creative Producer*

- Project planning for goals, staff requirements, creative development, scope of work, budgets, and timelines.
- Oversaw teams and spearheaded global campaigns from creative 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, Film/TV Spots/PR Radio/Experiential/Activations.

#### **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 EXPERIENCE

*Production / Post Production / Research*

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

## CLIENTS

- |                             |                             |                           |
|-----------------------------|-----------------------------|---------------------------|
| • Man, Machine, Moment (M3) | • Sports Wives 2-HR Special | • KTVU News               |
| • Entertainment Tonight     | • Channel One               | • Fresh Prince of Bel Air |
| • The Cat Cora Show         | • FitTV's Housecalls        | • The Dating Game         |
| • Access Hollywood          | • KPIX News                 |                           |
|                             | • The Arsenio Hall show     |                           |

## DIRECT RESPONSE EXPERIENCE

**Lieberman Productions | San Francisco, CA**

*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 EXPERIENCE

**Ascent Media fna Four Media Company | Burbank, CA**

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

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

## EDUCATION

**University of California at Los Angeles**

*BA: Mass Communications*

**Stanford University**

*MA: Broadcast Journalism*

## AWARDS

Cannes Lions Grand Prix • Gold Anthem/Webby • Silver • Clio Statue • Bronze Clio Statue • Effie Award • Silver Addy Statue • Silver Telly Statue • Bronze Telly Statue