

ANGELA R. BARBER

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Proven global leader with 15+ years of experience delivering high impact content production and live events/experiences across advertising, entertainment, media, music, technology, and culture. Bringing a strong creative point of view coupled with operational excellence, translating non-marketing objectives such as thought leadership, industry influence, creator engagement, and internal culture into memorable, world-class visual storytelling and experiences. Known for building scalable production systems, mentoring high-performing teams, and partnering closely with senior executives, creatives, and external production partners to deliver work that's culturally relevant, strategically aligned, and flawlessly executed. Thrives in complex, fast-paced global environments, balancing multiple productions across regions while maintaining a consistent best-in-class creative output.

AREAS OF EXPERTISE

Creative Content • Events/Experiential • Live Broadcast Production • TV & Radio Commercials • TV, Film, Video Production • Consumer Trailers • Audio Podcasts • Photography & Print • Docu-Style Content • Social, Digital, & Interactive Content/Activations • AI Production, Post, Audio, & VFX • Animation & Motion GFX • CGI & VFX • Website & UI Design/Revs/Updates

ADDITIONAL TECHNICAL SKILLS Virtual Productions, iBooks, OpenAI, Runway, Elevenlabs, Veo3, High Definition Projects, Red Camera Productions, Green Screen, AVID, Flame, Final Cut Pro, MS Project, Flash, Flame, Photoshop, and Illustrator.

CURRENT

Chevron | Global - TX HQ/Remote | 10/2024 - Current

Head of Production

- Leading Video Content, Live Events/Experiential, and Live Broadcast productions.
- Establishing and enforcing the overall production Playbook company-wide.
- Building, mentoring, and leading a high performing studio & production Team.
- Project Intake, Planning & Management.
- Championing creative visions across content work and events/experiential. Elevating storytelling through real-time facts, culture, music, and innovation. Translating digital-first ideas into physical experiences. Leading large-scale initiatives and overseeing complex, multi-platform productions from concept through final delivery, while ensuring creative excellence and cross-functional precision.
- Producing live and experiential events for corporate, industry, creator, partner, and VIP/ELT/C-Suite events & experiences. Policy, thought leadership, and executive-facing events. Presentations and live Broadcast moments. Regional partner and vendor network management.
- Leading televised live broadcast interviews, including studio integration, network media plans, technical & streaming coordination, and real-time production management.
- Creative direction and production across internal teams and external partners. Producing high-quality, in-studio staging and interviews - both live and pre-recorded - ensuring seamless and on-brand execution.
- Managing the development and delivery of short-form and digital video content, overseeing post-production, compliance, music/stills/video content licensing processes.
- Executing event-driven content, sizzles, recaps, and editorial assets. Managing efficiencies for large and small scale shoots with nimble crews, and balancing agility with meticulous creative oversight to deliver polished, high-quality deliverables.
- Leading the production of social-first content optimized for each unique platform, while aligning the creative approach and output with audience engagement and brand strategy. Producing Branded creator-facing content.
- Introducing current technology trends and lead initiatives to test and implement new tools and platforms.
- Integrate emerging technologies and AI-driven workflows to modernize production and increase efficiency.

Fractional Executive: Agency & Brand | LA/SF/NY Hybrid | 3/2024 - 10/2024

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

- Helped Brands & Agencies with Financial Planning, Complex project assignments, MSAs, SOWs, Full Scale Productions, Recruiting & Staffing, Vendor Management, Reconciliations, and scale their business efficiently.
- Operationalized their business by developing unique internal processes, procedures, and workflow systems.
- Project Planning & Management.

- Production execution & Delivery of best-in-class Creative content, Activations, Events & Experiences.

AGENCY EXPERIENCE

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

SVP/HOP, Content Production North America

- Led globally connected production teams delivering integrated campaigns, experiential programs, and creative content.
- Built In-House Production Teams & Post Production Studios, Capabilities, and Culture.
- Spearheaded 360 campaigns & new product launches from concept through all phases of strategy, creative development, production, and post-production.
- Delivered creative content and experiential work spanning film, digital, social, audio, and live event formats.
- Managed global budgets, resourcing, and production governance across regions.
- Set up decoupled production entities for SAG & Non-Union production offerings.
- Implemented integrated and scalable workflow systems that improved 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 & experiential development.
- Recruited, Staffed and Trained Teams; including Staff & Freelance Producers, Business Affairs, Editors, Content Creators, Motion Designers, and Production Crew.
- Created executive presentations, budget summaries, production plans, staffing plans, statement of work (sow), master service agreements, and multiple project schedules.
- Managed Project planning, Assignment intake, Financial Planning, Cost reporting, Resourcing and SOW management.
- Delivered the highest quality film, Social, Digital, PR Radio, Audio Podcasts, Experiential & Events, Activations, and Website content.
- 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

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| • 72andSunny | • Zambezi | • Dailey & Associates |
| • Deutsch | • R/GA | • Euro RSCG |
| • 180LA | • Muse Communications | • Grey |
| • Edelman | • BBDO West | • Hogarth NY |

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 delivery.
- 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.

- Managed resourcing, contracting, internal teams, agencies, and external 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 unique Application or Platform, Digital & Social Content & Activations, UI design/revisions/updates, Long & Short Form Original Content, Film & TV Spots/PR/Radio/Experiential & Events/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.
- Client-Facing Leadership, hired & mentored producers, business affairs managers, studio talent, production crews, and support staff.
- Managed 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 distributed 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, Events 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

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| • 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.
- Managed a 24/7 Operation to deliver 300+ Shows per week.

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