

ANGELA R. BARBER

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Proven global leader with 15+ years of experience delivering high impact creative content and live events/experiences across advertising, entertainment, new media, 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 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 • Video Production • Film Consumer Trailers • Streaming & Digital 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.
- Established and enforcing the enterprise production Playbook to standardize project intake, planning, workflows, execution and delivery across teams and partners.
- Building, mentoring, and leading a high performing studio & production Team.
- Championing creative visions across content work and events/experiential. Translating digital-first ideas into physical experiences. Leading large-scale initiatives and overseeing complex, multi-platform productions.
- Producing live and experiential events for corporate, industry, partners, and VIP/ELT/C-Suite leaders.
- Leading televised live broadcast interviews, including studio integration, network media plans, technical & streaming coordination, and real-time production management.
- Producing high-quality, in-studio 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 legal & licensing processes.
- Managing efficiencies, for large- and small-scale shoots, with meticulous creative oversight to deliver best-in-class deliverables.
- Integrating 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, Budget reconciliations, and scale their business efficiently.
- Operationalized the 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 integrated content production & operations across film, TV, digital, social, audio, and events/experiential.
- Built In-House Production & Post Production Capabilities, including scalable workflows to improve quality, speed, and predictability.

- Managed budgets and resourcing across regions; partnered with global stakeholders on production frameworks, standards, execution plans, and efficiencies.
- Managed Project planning, Assignment intake, Financial Planning, Cost reporting, Resourcing and SOW management.
- Spearheaded 360 campaigns & new product launches from concept through all phases of strategy, creative development, production, and post-production.
- Set up decoupled production entities for SAG & Non-Union production offerings.
- Managed global productions, including transcreation and localizations.
- Recruited, staffed, and developed producers, editors, creators, motion designers, and business affairs teams; including Staff & Freelancers.
- Created executive presentations, budget summaries, production plans, staffing plans, statement of work (sow), master service agreements, and multiple project schedules.
- Delivered the highest quality film, Social, Digital, Audio Podcasts, Experiential & Events, Activations, and Website content.
- Executive Leadership & Collaborations; Shaping Strategy, Evolving Creative, Producing best in class content for all platforms.
- Creative problem solving & strategic thinking.

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

Director, Broadcast & Creative Content Production

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

- 72andSunny
- Deutsch
- 180LA
- Edelman
- Zambezi
- R/GA
- 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.
- Spearheaded and delivered premium multi-channel content, including TV & radio spots, social campaigns, and events/experiences 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, Film creative content, TV, PR, Radio 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.
- 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, Short Films, and TV Spots/PR/ Radio/Experiential & Events.

RESPONSIBILITIES

- Partnered with leadership to standardize strategic methodologies needed to help elevate Brands, Creative, Production, and final deliverables.
- Served as a neutral conduit between Brand Clients, Agencies, Creatives and Strategy Teams.
- Client-Facing Leadership, hired & mentored producers, business affairs managers, studio talent, production crews, and support staff.
- Resourced, briefed, and managed all production and post-production external partners.
- Determined production and post-production specifications.

- Created, distributed, and managed production & post production timelines.
- Managed the complete Editorial process
- Created Recording and As-Produced scripts.
- Issued, approved, and processed purchase orders, invoices, and contracts.
- Reconciled production and post production budgets.
- Generated complete production & post production WRAP materials.

ASSETS

- Well-versed and passionate about entertainment and pop culture: Television, Sports, Music, Fashion, Events and Art.
- Thorough knowledge of emerging technologies, production, post-production, and technical equipment with 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)
- 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 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