



sofia•novak  
P R O D U C E R

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## PROFESSIONAL EXPERIENCE

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Feb 2017  
- Present

### THE COMMUNITY | INTEGRATED PRODUCER

Brands: Verizon, Fios, General Mills, BMW, Revlon, Sauza, Hornitos

- Responsible for producing video, digital, and experiential components of various campaigns
- Consult with Creative, Account and Legal staffs from inception of ideas through completion of projects as to logistics and feasibility including timing and budgetary constraints
- Create and maintain production schedules and estimates, which define activities, sequence, dependencies, work effort, duration, and resource requirements
- Source, contract and manage external vendor/contractor relationships; work closely with vendors to ensure deliverables are on-time and on-spec
- Actualization and cost projections of all budgetary costs and line items

June 2012  
- Present

### FREELANCE | INTEGRATED PRODUCER

Brands: Google, Toyota, Sprint, Netflix, McDonald's, Universal Orlando, Shutterfly, Goya, Boehringer Ingelheim, Tide, Baptist Health, DishLATINO, H&R Block, Payless ShoeSource

- Work with leading domestic & international advertising agencies on moderate to multi-million dollar domestic and international productions
- Manage all phases of production including concept development, production, post-production and adaptation to other platforms
- Liaison between directors, advertising agency's & clients in regards to overall creative and sales objectives, budget, cost savings and schedules
- Advise teams and clients on best practices, scope, pricing, latest production techniques, production company / post house capabilities, and production cost factors
- Thorough understanding of broadcast standards and industry protocol

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## SKILLS & STRENGTH

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- Oral and written fluency in English & Spanish
- Possess a high quality network of US & International production & post-production collaborators
- Refined planning and organizational skills that balance work, team support and responsibilities in a timely and professional manner
- Ability to work under pressure in a fast-paced, creative environment with changing needs and requirements
- Knowledge of asset management platforms and workflow tools
- Comfortable being client-facing and presenting work
- Proficient in Adobe Creative Suite, Final Cut Pro, and Microsoft Office

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## EDUCATION

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UNIVERSITY OF CALIFORNIA SANTA BARBARA

Santa Barbara, CA | June, 2012

Bachelor of Arts in Global and International Studies with an emphasis in Economics

- Awarded full athletic scholarship
- Two-time Golden Eagle Award recipient: awarded to athlete with the highest GPA
- Study Abroad: Universidad Carlos III de Madrid School of Economics in Madrid, Spain

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## CONTACT

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