

# BREESA HERRERA

## CONTACT



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## EXPERTISE

Pre-Production Planning & Scheduling  
 Production Management  
 Post-production Supervision  
 Project Management  
 Budgeting & Estimates  
 Broadcast TV & Radio Trafficking  
 Talent Contracts & Negotiations  
 Music Supervision & Licensing  
 Resourcing Vendors & Freelancers  
 Client Services & Communication  
 English/Spanish Bilingual  
 Microsoft Office Suite  
 Adobe Suite

## EDUCATION

**BACHELOR OF ARTS DEGREE  
 FILM & MEDIA STUDIES;  
 MANAGEMENT MINOR**  
*University of California, Irvine*  
 June 2009 / GPA 3.4 / Dean's Honors

### STUDY ABROAD

*Cambridge University, England*  
 June 2008

## PERSONAL PROJECTS

### JET WEST "SUNDAY"

**Music Video**

*Director, Producer, and Editor*

### DAISY PUSHERS "LADY LUCK"

**Music Video**

*Director, Producer, and Editor*

## PROFILE

Creative Producer with over ten years of video production experience. Producer and Post-Production Supervisor for TV & radio commercials. Proficient video and audio editing skills with Adobe Premiere Pro, Final Cut Pro, Ableton Live and Pro Tools. Self-motivated, meticulously organized, detail oriented, team player, strong work ethic, and ability to solve problems quickly. English-Spanish bilingual with both verbal and written fluency. Excellent client service and communication skills.

## EXPERIENCE

### PRODUCER

*The Brand Amp / Costa Mesa, California / November 2018 – May 2019*

- Managed all aspects of the pre-production process including concepts, scripting, shot lists, storyboards, and pitching to client
- Supervised post-production schedules to ensure timely and accurate project delivery, and quality control of deliverables
- Prepared production books, organized shoot schedules, coordinated crew travel, and ran pre-production meetings
- Engaged and interfaced with clients during and prior to productions, giving them a positive experience throughout

### CONTENT PRODUCER

*Schiefer Chopshop / Irvine, California / April 2016 – November 2018*

- Produced lifestyle video shoots, TV and radio commercials
- Supervised entire production process from concept to delivery, including internal reviews, check-ins, and client status updates
- Created and implemented best practices for post workflows of multiple projects simultaneously including video productions for broadcast, web, and social media
- Ensured the successful completion of projects by developing schedules, maintaining timelines, and tracking budgets
- Resourced and supervised content team of ten video editors, motion graphics artists, audio engineers, and post facility

### CONTENT MARKETING MANAGER

*OneScreen, Inc. / Irvine, California / January 2009 – November 2013*

- Produced all internal company videos and edited client video files; exported to optimized formats for web
- Managed the distribution of video content from digital platform to landing pages for ad campaigns
- Collaborated with the Creative Department to develop marketing plans to build the company brand
- Developed marketing strategies to effectively distribute clients' content across multiple outlets