

# Adriana Ferrer

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## OBJECTIVE

To obtain a position as a Producer or Project Manager for projects in the Film, Advertising, Animation, TV, and/or Events industry that will allow me to utilize my project management and creative experience.

## HIGHLIGHTS

4 years of Management experience working with creative teams, managing art & animation assets, monitoring budgets and schedules.

Over 6 years experience working in TV shows and animation projects.

Over 10 years working as an Art Director, Video editor and Designer for TV shows, web and print advertising.

## RELATED EXPERIENCE

### ♦ LeapFrog

(April 2006 – August 2006)

Animation Producer

Summary: Partnered with Creative Director, Senior Animation Producer, and Game Content Producer to merge creative and production management efforts to complete screen-based game animation productions on time and on budget. Maintained production schedules, budgets, and staffing requirements and managed daily workflow of 4 game titles for the Leapster platform 2007.

Responsibilities:

Liaison with Game Content Producer:

- \* Understanding and interpretation of Content Producer feedback to help ensure animation department's productivity.
- \* Worked with Game Producer to set scope of work, adjust budget and schedule to meet game needs.
- \* Acted as a liaison between Content Producer, Animation Team and External Animation Studios.

Team management:

- \* Worked as a hub for communication by assisting in correspondence between: Animation Director, Lead Animator, Content Producer, Technical Director, Programmers, and Independent contractors.
- \* As the game title's animation team manager: managed the animation team and coordinator's schedules.
- \* Worked closely with external animation vendors to maintain quality of the deliverables.
- \* Worked to unify and motivate team members and foster communication among all the members.
- \* Participated actively in the hiring of team members, coordinators and vendors.
- \* Helped create and implement departmental processes. Created forms, reports and log sheets to facilitate daily tasks and project status.

Day to day tasks:

- \* Ran the operations of the game animation production. Monitored budget, schedule and staff needs.
- \* Managed Daily reviews with animation team, game producers, external vendors: set agendas, monitored pace and shift priorities as needed; communicated relevant production issues to Title Producers and Senior Animation Producer.
- \* Scheduled and supervised execution of daily art/design/animation workflow.
- \* Created and maintained flowcharts of assets locations, stage of production and stage of approval process.
- \* Checked that all assets from externals delivered as per spec for internal review. Arranged and coordinated reviews.

### ♦ OgilvyOne Advertising Agency

(Nov. 2005 – February 2006)

Producer

Summary: Project management of multiple interactive marketing, including on-line banner campaigns, rich media experiences, and e-mail. Account: Yahoo! Music

Responsibilities:

- \* Responsible for coordinating the creative and production departments to ensure project milestones and overall client engagements were completed on time, on budget and to the quality standards.
- \* Oversight of project definition and scoping, managed scope changes, monitored day-to-day activities.
- \* Worked with resources to build teams.
- \* Creation of estimates, work orders, assets spreadsheets, schedules, and set up the Request Trackers.
- \* Client Reviews: Posting on-line review material and set up of internal meetings.
- \* Worked with account executives to create meeting reports, production status and client reports.

### ♦ Adrenaline Entertainment Media Production Studio

(March 2001 - March 2005)

Company Founder and Owner / Art Director / Producer

Summary: Art directed, designed and produced visual media (print, web, broadcast, animations) for corporate image, promotional events, broadcast, advertising and marketing campaigns.

Accounts: Los Portales Medical Center, Spin TV, GEM Media, Adventurous Sports.

#### Responsibilities:

- \* Production management: planning projects; coordinating media with design studios and freelancers.
- \* Schedule, budget, media production set up and planning.
- \* Supervision of broadcast traffic; quality control; and management of crew, talent and creative teams during design process, photo/video shootings and post-production.
- \* Basic administrative and finances tasks. Responsible for client base and relations.

- ♦ Creative Image Production Studio (May 2000 - May 2001)  
Art Director / Senior Video Editor.

Summary: Edited and animated corporate videos and TV spots in Spanish, English and Portuguese.

Accounts: BBDO, Visa, FedEx, Hypercom.

- \* Coordinated designers and editors. Managed video and animation assets during post-production.
- \* Creation of company marketing material. Designed print and video presentations for client meetings and bits.
- \* On set: worked as script supervisor and production assistant.

#### OTHER WORK EXPERIENCE

- ♦ The Kessler Group Marketing and portfolio solutions (August 2006 - October 2006)  
Associate Producer Account: Washington Mutual
- ♦ Latino Agency Advertising Agency (March 2005 - August 2005)  
Art Director Accounts: Comcast, River Rock Casino, CSAN
- ♦ Perfect Image Production Studio (Dec. 2001 - July 2002)  
Video Editor TV Shows: Jamz, Planeta Rock, Padrisimo.
- ♦ Feldenkrais and Associates (June 2001 - Dec. 2001)  
Art Director, Marketing Department / Media Coordinator
- ♦ WRI Web Design and Hosting Company (Sept. 1999 - May 2000)  
Web Designer
- ♦ Red Colombia Web Design Firm (July 1996 - Dec. 1996)  
Web Designer / Event coordinator
- ♦ P & V Set Design Firm (January 1995 - June. 1995)  
Set Designer

#### EDUCATION

1990 – 1995	Bachelor of Science Industrial Design	Pontificia Universidad Javeriana
1998 – 2000	Associate of Science Computer Animation	The Art Institute of Fort Lauderdale

#### Classes and Workshops

2004	Digital Media Production Training	Pixel Corps
2005	Lighting for Film and Video	Film Arts Foundation
2005	Independent Film Making A-Z	Film Arts Foundation

#### KNOWLEDGE & SKILLS

- ♦ Computer: Mac OSX and PC
- ♦ Software:
  - \* Project Management: Alien Brain, Word, Excel, MS Project, Power Point, FastTrack, File Maker Pro, Quicken, Acrobat, Vision, LeapFrog proprietary software.
  - \* Animation & Editing: Media100, Final Cut Pro, Fast Liquid, After Effects, 3d max, DVD Studio Pro, Compressor.
  - \* Graphics: PhotoShop CS2, Illustrator CS2, In Design CS2, Freehand, QuarkXPress, Dream Weaver, Flash.
- ♦ Management skills:
  - \* Ability to prioritize tasks and anticipate workflow. Highly process-oriented.
  - \* Analytical and interpersonal skills to effectively work manage creative teams. Excellent interpersonal and organizational skills.
  - \* Operations management, project planning, budgeting, scheduling, and presentations experience.
- ♦ Creative skills:
  - \* 5 years Video Editing experience working in music TV shows and corporate videos.
  - \* Trained as an Industrial Designer; developed skills creating and developing concepts to optimize function and value of a product, team or workspace in areas of management, marketing and media development. Trained in the production arena to improve workflow, layout, and quality. Research experience and comprehensive understanding of factors to develop effective solutions for any type of visual media, space planning, exhibit design, marketing or client's image.
- ♦ Personal skills:
  - \* Organizational, problem solving, multi tasking, detail oriented, research, team oriented. Self-motivated and driven. Enjoy working with different workflows and pipelines. Ability to work well independently and within a group setting.
  - \* Languages: Fluent English and Spanish, basic Portuguese, beginner Arabic.