

KATIANA FARRIER

Creative Producer | Production Manager | Creative Operations

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PROFESSIONAL SUMMARY

Versatile creative producer with 10+ years of experience leading high-impact work across branded content, live events, experiential campaigns, and digital storytelling. I specialize in turning complex creative challenges into clear, executable plans, aligning vision with logistics, and storytelling with strategy. From boardrooms to build-outs, I bring calm leadership, resourceful problem-solving, and a deep understanding of how to deliver work that resonates. Whether scaling a global activation or shaping a narrative campaign, I bring a collaborative, forward-thinking approach that moves both people and projects.

EMPLOYMENT HISTORY

SENIOR EVENT BRAND PRODUCER Feb 2025 - August 2026

TED - New York, NY

- Lead the production and project managed TED's visual development and installation of large scale visual environments across the TED conferences and affiliated activations.
- Translate TED's evolving visual identity into immersive, on-site experiences — from branded signage and vinyl wraps to stage graphics and digital displays.
- Oversee budgeting, fabrication timelines, and logistics for all environmental branding assets — ensuring on-time delivery and seamless install across high-profile venues.

CONSULTING PRODUCER (CONTRACT) Jun 2025 - August 2025

Antenna Group - New York, NY

- Served as liaison between agency, client and our Mexico City-based production partner, ensuring clear communication and collaboration from production to post.
- Managed approvals, asset transfers, and feedback loops between the creative team and our international production crew.
- Oversaw on-set operations, directing workflow between local crew, talent, and client stakeholders to maintain brand and creative alignment.

PRODUCTION MANAGER (CONTRACT) Aug 2024 - Oct 2024

Do What You Love Productions - New York, NY

- Worked ENVSN Festival 2024, XBOX Sea of Thieves x New York Liberty Collaboration, and Adidas Hispanic Heritage 2024 celebration, and S.E.E.D Workshops in LA and Detroit.
- Ensure that the event space is properly set up (staging, lighting, sound, seating, decor) and that teardown happens on time and efficiently.
- Envision and implement creative approaches to production hurdles, leading to substantial cost savings and improved project outcomes.

FIELD PRODUCER (CONTRACT) Apr 2024

BeCore - New York, NY

- Collaborated with the brand team to ensure the experience aligns with Nike's Jordan Brand identity, values, and target audience for the Jordan Brand Classics activation.
- Resolved on-site production issues in real time, making build and staging calls that protected creative intent under live event timelines.
- Coordinated between brand team and venue management, ensuring alignment with Jordan Brand identity for high-impact event activation.

SPONSORED CONTENT VIDEO PRODUCER Jan 2022 - Apr 2024

theGrio - New York, NY

- Managed video content and created strategies for theGrio cable channel and app to support viewership across web, cable, CTV, and OTT platforms.
- Streamlined production processes, optimizing resource allocation and meeting tight deadlines while maintaining high-quality output for Chevrolet, Microsoft, and Honda.

- Led innovative approaches to sponsored content, elevating brand storytelling and audience engagement across diverse media channels.

LINE PRODUCER (CONTRACT) Jan 2022 - Mar 2022

ESPN - New York, NY

- Led seamless client and crew communications throughout production lifecycle, maintaining clear channels from pre-production to post-production phases for ANDSCAPE's Black History Month commercial.
- Managed budget allocation and strategic talent acquisition, ensuring optimal resource utilization and team composition for project success.
- Ensure that all legal requirements, insurance coverage, and safety protocols are in place for the production, including liability waivers, workman's compensation, and location agreements.

DESIGN PRODUCER (CONTRACT) Mar 2021 - Jan 2022

CNN's Courageous Studios - Warner Media New York, NY

- Led efficient project workflows using Airtable and Figma, enhancing creative output and streamlining processes for diverse digital campaigns with GM, Gilead Salvation Army, DC Comics, P&G, and NatureMade.
- Oversaw the full project workflow of digital campaigns and branded articles, working with writers, editors, and content creators to develop engaging and informative written content that promotes the brand while providing value to the audience.
- Managed daily status meetings, fostering seamless collaboration between Design and Production teams to ensure timely project delivery.

CREATIVE OPERATIONS MANAGER Jun 2018 - Nov 2020

ViacomCBS - New York, NY

- Streamlined creative workflows and tracked 1000+ pitch and activation projects through all phases of development with Viacom Velocity, enhancing efficiency and collaboration for clients like Spotify, Walmart, Pepsi, and H&M.
- Managed standard operating procedures (SOPs) for project initiation, creative development, feedback, and delivery, ensuring consistency in how projects are managed.
- Analyzed project performance metrics, identifying areas for improvement and boosting productivity using tools like Smartsheet and Salesforce.

DIGITAL PROJECT MANAGER (CONTRACT) Aug 2017 - Feb 2018

ACE Content - New York, NY

- Launched and managed the Facebook Watch platform with over 20 new series (Ball In the Family, MakeUp to Breakup, Humans of New York).
- Managed team of editors and designers, ensuring timely delivery and quality alignment with client expectations.
- Implemented robust QA processes, meticulously reviewing deliverables against project briefs to maintain high standards and exceed client expectations.

SKILLS

Video Editing, Adobe Premiere, Photoshop, Salesforce, Smartsheet, Basecamp, JIRA, Trello, Monday.com, Airtable, Notion, Click Up, FIGMA, Project Management, Video Production, Digital Production, Experiential Production, Budgeting, Client Relations, Team Management, Creative Development, Content Strategy, Resource Allocation, Risk Management, Creative Direction, Strategic Planning.

EDUCATION

BACHELOR OF ARTS Aug 2009 - Dec 2013

Florida International University Miami, FL

Major: Communication Arts