

Adriana Ferrer

2500 Van Ness Ave. #2
San Francisco, CA 94109
Ph. 415 240 6649
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OBJECTIVE

Seeking full time position as a Producer or Creative Manager.

EXPERIENCE

Over 8 years experience in Production and Creative Development for broadcast, advertising, and marketing. Extensive knowledge of TV production, video, animation, web, and print.

- ♦ OgilvyOne Advertising Company (November 2005 – February 2006)
Producer

Summary: Project management of multiple interactive marketing, including on-line banner campaigns, rich media experiences, and e-mail. Responsible for coordinating creative and production departments to meet deadlines and ensure all client's needs are met on time and on budget. Oversee project definition and scoping, monitor and supervise day-to-day activities. Work with resources to build teams. Create estimates, assets, spreadsheets and schedules. Post on-line material for client review and set up internal meetings. Work with account executives to create meeting reports, status and client reports. Account: Yahoo! Music

- ♦ Latino Agency Advertising Company (April 2005 - August 2005)
Art Director

Summary: Worked with creative director and clients to develop concept. Design and produced print material including direct mail, brochures, billboards, posters, and flyers. Manage department workload. Manage relations with freelancers and printers. Accounts: Comcast, River Rock Casino, Hansel Ford, Greater Nevada Credit Union, CSAN.

- ♦ Adrenaline Entertainment Media Production Studio (March 2001 - March 2005)
Company Founder and owner / Art Director / Producer

Summary: Worked in several advertising, marketing and broadcast assignments. Responsible for client base and relations. Art direction, design and production of visual media (print, web, broadcast, animations) for corporate image, marketing, promotional events, broadcast and advertising.

Production management: planning projects; coordinating media with design studios and freelancers; scheduling, budgeting for different media, broadcast traffic, quality control, project set up; management of crew, talent and creative teams during design process, photo/video shootings and post-production, basic administrative and finances. Clients: Los Portales Medical Center, Spin TV, GEM Media.

- ♦ Perfect Image TV and Video Production Studio (Dec. 2001 - July 2002)
Video Editor

Summary: Music Latin TV Shows editing. Packages: EPK's, interviews, concerts. Shows: Jamz, Planeta Rock, Padrisimo.

- ♦ Feldenkrais and Associates Law Firm (June 2001 - Dec. 2001)
Art Director Marketing Department / Media Coordinator

Summary: Increased market presence. Creation of print ads, web, and TV spots to promote international presentations, seminars and trade-shows. Managed collateral design development and media coverage for seminars. Creation of marketing manual to be used as a sales support item and to launch and organize seminars and trade shows for alliance seminars between lawyer, real state agent and stockbroker. Organized event programs and location set up. Management of vendors and talent for print photo shoots.

- ♦ Creative Image Video Production Firm (May 2000 - May 2001)
Art Director / Art Department Coordinator / Senior Editor

Summary: Coordinated designers and editors. Managed video and animation assets during post-production. Edited and animated corporate videos and TV spots in Spanish, English and Portuguese. Creation of company marketing material. Designed print and video presentations for client's meetings and bits. On set worked as script supervisor and production assistant. Accounts: BBDO, Visa, FedEx, Hypercom.

- ♦ WRI Web Design and Hosting Company (Sept. 1999 - May 2000)
Web Designer

Summary: Designed websites, and monthly updates to existing sites.

- ♦ Red Colombia Web and Intranets Design Firm (July 1996 - Dec. 1996)
Web Designer / Event coordinator

Summary: Designed web virtual stores and intranets. Product specialist and talent coordinator for tradeshow and product launches.

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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

SKILLS

- Computer: Mac OSX and PC
 - Animation & Editing: Media100, Final Cut Pro, Fast Liquid, After Effects, DVD Studio Pro, 3d max, Compressor.
 - Graphics: PhotoShop CS2, Illustrator CS2, Freehand, Quark Xpress, In Design CS2, Dream weaver, Flash, Power Point.
 - Office Management: Microsoft Office, MS Project, File Maker Pro, Quicken, Acrobat.

- Other skills:

Organizational, problem solving, multi tasking, broadcast and advertising traffic, research, operations management, project planning, team oriented, and budgeting. Enjoy working with different workflows and pipelines. 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 and study of factors to develop effective solutions for any type of visual media, space planning, exhibit design, marketing or client's image.

Languages: Fluent English and Spanish, Basic Portuguese.

References and samples upon request.

CREDIT LIST

- FILM & TELEVISION

<u>2004 Video Mods (MTV 2)</u> Music videos	Production Coordinator Post Production Assistant
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<u>2004 The Rescue (History channel)</u> Documentary	Producer's Assistant
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<u>2003 Mosaic (World Link TV)</u> TV Show Special	Broadcast Graphics
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<u>2003 The Assassination of Richard Nixon</u> Feature Movie	Art Department Assistant Graphics
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<u>2003 Ojos Latinos y tu Musica (Azteca America)</u> Latin Music TV Show, videos, epk's and interviews.	Art Director Video Editor
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<u>2003 Latin Eyes (Kron4)</u> Latin Culture, Entertainment, & Music TV Show.	Production Manager
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<u>2002 Planeta Rock (Mun2 & Telemundo Int'l.)</u> Latin Rock TV Show. Videos, interviews, concerts coverage.	Video Editor
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<u>2002 Jamz (Mun2 & Telemundo Int'l.)</u> Tropical Music TV show. Videos, interviews, concerts coverage.	Video Editor
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<u>2002 Padrisimo (Mun2 & Telemundo Int'l.)</u> Mexican Music TV shows. Videos, interviews, concerts.	Video Editor
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<u>2002 X style</u> Music & Fashion TV Pilot.	Video Editor
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♦ TV SPOTS, PROMOS & VIDEOS

2004 Ohio Elections (MetrovsRetro.com)
Documentary

Assistant Editor

2004 Los Lonely Boys
DVD concert video.

Concert, Production Assistant

2004 AOL Broadband (CompUSA)
Kiosk vignettes

Production Assistant

2003 Los Portales (Univision)
Medical Center TV Spot

Creative Director
Producer

2003 Juanes
Concert interview for Latin Eyes

Reporter

2002 Kinito Mendez
CD New release TV spot

Art Director
Animator / Editor

2001 Moises Angulo
Music artist promo

Art Director / Video Editor

2001 Paulina Rubio, 2001 Swimsuit Calendar
Behind the scenes

Video Editor

2001 CNN Music packages
CNN online interviews and concert packages

Video Editor

2002 E. S. A. (Telemundo)
TV spot

Producer
Animator

2000 Visa (Internal / annual meeting)
Corporate videos

Editor / Animator

2000 Concord / Profina (East Coast)
TV spot

Script Clerk / Production Assistant

2000 FedEx
Corporate video

Video Editor
Graphics

♦ ADVERTISING & PR

2005 Yahoo! Music
Web advertising

Producer

2003 Embros
Print advertising - photo shoot

Props Assistant

2002 Diva-Gash
Electronic music band

PR & Media Coordinator

2001 Washington Ave. Magazine
Print advertising - Photo shoots

Producer
Talent Coordinator

1997 Red Colombia
Trade shows and product launching events

PR / Talent Coordinator