MAVERA FADAEI

ART + DIGITAL PRODUCER

2018 - current

Deutsch

Freelance Producer

Lead multiple photoshoots for print and digital, ensuring all pre-production and on-set needs are anticipated and met.

Research, hire and schedule outside vendors such as artists, production companies, and freelance crews.

Work with outside vendors and artists to formalize bid specs and bid packages for each project.

Manage all invoices, vendor payments, budgets and management of assets, agreements and licenses.

2017- 2018

The Honest Company + Honest Beauty

Producer/Production Manager

Managed and coordinated all production needs: negotiated and confirmed terms, agreements, usage rights, scheduling, budgets, location, crew, vendors, talent, and payment of invoices.

Negotiated, defined, communicated, and managed the scope of projects, while leading and maintaining the project deliverables, schedules, workflows, and budgets of all productions.

Sourced and booked all talent and crew.

Provided on-set support to oversee photo/video shooting time, project flow, and successful execution of projects.

2016 - 2017

Something Massive

Producer/Production Manager

Coordinated budgets, scheduling, locations, contracts and sourcing crew for all productions.

Collaborated and worked closely with clients, production, accounting and creative teams to produce original, high quality content based on scope of work.

Communicated and managed the scope of projects including deliverables, schedules, workflows, and budgets of all productions.

Developed and maintained the legal documentation pertaining to respective projects overseen by myself.

In addition to sourcing and booking photographers, models, hair, make-up, wardrobe stylists, I also sourced gaffers, audio engineers, directors, and any additional roles needed for each production.

EDUCATION

2001 - 2005

BA Graphic Design

San Diego State University

ABOUT

Senior Art + Digital Producer with 10+ years of experience overseeing all phases of production, including: statement of work, content creation, scope, photography, Digital, AV, and Social. Produce high level campaigns for clients such as Target, Taco Bell, 7/11, The Honest Company, Honest Beauty, Calvin Klein, Tommy Hilfiger, Regal Cinemas, Maddie Style by Maddie Ziegler, Daniel Wellington Watches, Campbell's Soup, Official Crown of Laurel, Medtronic, and Etnia Barcelona Glasses. Work closely with artists, agents, production houses and designers to optimize work-flows and tools.

Specialties include: sourcing photographers, directors, stylists and the crew, bidding and negotiating, creating budgets and schedules, managing post production, photo editing, securing rights and clearance, brainstorming creative concepts and managing licensing, copyright contracts and working in tandem with Legal.

SKILLS

- Production
- Project Management
- Digital Media
- Sourcing
- Client Relations
- Casting Coordination
- Creative Direction
- Photography
- Adobe Photoshop

CONTACT

p 323.440.8553
e contact@maveraportfolio.com
w maveraportfolio.com/production

instagram.com/mavera_fadaei
linkedin.com/in/maveraf

REFERENCES

Jeremiah Wassom
Creative Director, Deutsch
p 415.615.2073 **e** jeremiah.wassom@deutsch.com

Scott Pargett
Creative Director, Idol
p 415.577.2560 **e** scott@idol.partners

Brian Best
Director of eCom, G-Star Raw
p 917.334.8258 **e** brian-best@g-star.com