MAVERA FADAEI

SENIOR ART + DIGITAL PRODUCER

2018 - current

Deutsch

Freelance Senior Producer

Lead multiple shoots for print and digital platforms, 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.

Pricing and negotiating stock art. Purchase images. Renew photo licenses.

Great understanding of industry-standard rights, usage and copyright. Knowledge and experience to identify and flag possible legal pitfalls and guard the agency/client against them.

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 Advertising

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: content creation, pre-production, post-production, 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, Sweetgreen, Regal Cinemas, Maddie Style by Maddie Ziegler, Daniel Wellington Watches, Campbell's Soup, Official Crown of Laurel, Medtronic, and Etnia Barcelona Glasses.

Specialties include:

- Extensive relationships with talent/vendors within the industry: photographers, directors, illustrators, animators, CGI and post-production houses, and any of their corresponding representation.
- Bidding and negotiating rates.
- Creating budgets and schedules.
- Managing post production and photo editing.
- Securing rights and clearance.
- Brainstorming creative content.
- Manage licensing, copyright contracts and working in tandem with Legal/Business Affairs.

SKILLS

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

CONTACT

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