

MAVERA FADAEI

SENIOR PRODUCER



CONTACT

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ABOUT

Senior Producer with experience overseeing all phases of production including content creation, pre-production, post-production, connected TV, print, digital and social.

Producing high level campaigns for clients such as Target, Taco Bell, 7/11, The Honest Company, Honest Beauty, Calvin Klein, Tommy Hilfiger, Sweetgreen, Volkswagen, 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 creatives and vendors within the industry: photographers, directors, illustrators, animators, editors, CGI and post-production houses, sound design, stylists and any of their corresponding representation.
- Oversee the workflow from staffing across multiple content productions to execute projects from brief to delivery. Ensure clear and effective communication over timelines, project deliverables, and resourcing needs.
- Bid and negotiate rates for productions.
- Create SOW's.
- Establish and own budgets and timelines for productions.
- Brainstorm creative content.
- Work closely with leads in many cross functional teams: ac-

SKILLS

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

EDUCATION

2001 - 2005

BA Graphic Design

San Diego State University

SWEETGREEN

2019 - current

Freelance Senior Integrated Producer

- I'm a Senior Producer responsible for overseeing, managing and owning projects from inception through execution and delivery. Working on 360 integrated marketing campaigns across digital, social print and connected TV.
- Create plans that are appropriate for each specific project, turning often rough and raw ideas into smart production ready plans with clear visions for success, solid SOWs, timelines and profitable budgets.
- I work closely with function heads across creative, marketing, social impact teams, as well as 3rd party vendors to manage and communicate the overall scope of each project.
- Place processes and systems into place with accounts payable, marketing and creative teams to help streamline and manage multiple projects at any one time.

DEUTSCH

2018 -2019

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.

THE HONEST COMPANY + HONEST BEAUTY

2017 - 2018

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: photographers, retouchers, editors, production assistants, n- set teachers and nurses, hair, make up, wardrobe and prop stylists.
 - Provided on-set support to oversee photo/video shooting time, project flow, and successful execution of projects.

SOMETHING MASSIVE

2016 -2017

Producer/Production Manager

PVH CORP (Calvin Klein/Tommy Hilfiger)

2013 - 2016

Art Producer/Photographer

REFERENCES

Jeremiah Wassom

Creative Director, Deutsch

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Scott Pargett

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Brian Best

Director of eCom, G-Star Raw

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