

CONTACT

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jaycenarmstrong.com

AREAS OF EXPERTISE

- Project Management
- Video, Social & Live Production
- Contract Negotiation
- Vendor Management
- Budgeting
- Talent Relations
- Risk Management

TECHNICAL SKILLS

- Microsoft 365
 - Excel, Word, PowerPoint
- Adobe Creative Suite
 - Photoshop, Premier, Illustrator
- Google Suite
- Smart Sheets
- Figma
- Physical Production
 - Camera, Sound, Lighting

AWARDS

- **Creative Arts Emmy Award**
"Make Your Mark: Ben Horowitz, Bullying PSA"
Outstanding Special Class Short Format
Producer, June 2013
- **Creative Arts Emmy Award**
"The Time I Got 322 Pairs Of Shoes"
Outstanding Special Class Short Format
Producer, June 2012

ORGANIZATIONS

- National Academy Of Television Arts & Sciences
- Radio, Television, Digital News Association (RTDNA)

EDUCATION

Full Sail University
AS - Film & Media Production

JAYCEN ARMSTRONG

Head Of Production

Media professional with over 20 years' experience in creative project management including development, budgeting, scheduling, logistics, editorial, & mentoring across emerging platforms and award-winning content.

Professional Experience

Freelance | Los Angeles, CA

July 2023 - Current

Executive Producer

Serving as freelance production lead for agencies & production houses for documentaries, stills shoots, key art design, and experiential events.

- Partnered with creative leads - overseeing development, flagging practical concerns, ensuring client feedback is integrated.
- Creating bids, booking crew, negotiating terms with vendors, managing shoot and post production logistics.
- Supervise creation and installation of experiential events, working with US, Canadian and Chinese teams.
- Consult with client on audience and creative development, implementation strategies.

Warner Bros Discovery | Silver Spring, MD

Nov 2020 - July 2023

Director, Production

Investigation Discovery, Travel Channel, Headline News & Discovery +

Served as a senior member of marketing team, leading internal agency on logistics, process, staffing, strategy and financial best practices. Provided production updates for network leadership.

- Led team of producers and project managers responsible for creation & delivery of all marketing & short form elements.
- Ran internal process to ideate, greenlight, execute, and deliver campaigns.
- Maintained marketing overall budget with no overruns, projects in varying scale from 10K to 2 million+. Reviewed & approved invoices & payments.
- Collaborated with creative leads to create production plans and calendars inclusive of production, post, and versioning of materials.
- Engaged vendors and independent contractors, reviewing bids, issuing SOWs and remaining point of contact.
- Secured agreements for rights usage - talent, music & imagery licenses. Coordinated with business affairs and legal on risk management.
- Line produced internal one-off long form specials, social stunts and experiential events.
- Oversaw DAM & creative asset tracking systems - archiving masters, raw materials, finals, metadata, and rights management.

Discovery, Inc | Silver Spring, MD

Aug 2016 - Nov 2023

Manager, Integrated Production

Investigation Discovery, Travel Channel & American Heroes Channel

Provided production support of co-branded projects at internal agency for advertisers and served as creative lead - concepts, scripting, budgeting and editorial oversight on sales and Upfront materials.

- Presented materials to C-Suite & advertisers for review and approvals.
- Supervised & mentored production team for post, stills and graphics design.
- Responded to sales RFPs, creating concepts, delivering finals
- Represented brands on-set and throughout post to sales partners.
- Oversaw brand refresh launch of Travel Channel & Headline News.



Professional Experience

Disney ABC Cable Networks | Burbank, CA Manager, Short Form Production

May 2015 - Aug 2016

Disney XD & Disney LOL

Recruited by Disney ABC to run production for marketing, social media, and original short form content.

- Supervised 'Speed To Market' project, developed over 600 pieces of original content in less than 45 days.
- Sourced and engaged new vendors to ensure network content remained current and relevant.
- Developed & produced animated social media content for Disney LOL app platform.

Riverstreet Productions | Los Angeles, CA In-House Line Producer

January 2007 – May 2015

Served as the point person from the agency with client regarding production creative & logistics. Reviewed and adjusted concepts in conjunction with creatives and director for best executions. Negotiated terms & booked department heads in accordance with union and guild contracts. Supervised post & delivery of elements. Served as head of productions, leading crews of 2 to +60.

- Produced both domestic and international shoots – coordinating with film offices and consulates.
- Collaborated with director on creative development and finishing – pitches, scripting and editorial.
- Created project specific bids in AICP formats to account for all creative needs.
- Oversaw launch campaigns for Disney Jr. & Disney XD. Ongoing style campaigns for Soapnet and ABC Family.
- Approved all contracts, vendor and location releases, talent agreements.
- Created and approved schedules in coordination with Assistant Director.
- Knowledge of current production technologies, techniques, and best practices.
- Worked with localities and governmental organizations to secure proper permissions for filming.
- Strong knowledge of digital production, VFX workflows and post production.

Freelance Production | Los Angeles, CA

2001 - 2007

Collaborated with clients from agency & production company side as Production Manager and Coordinator for national advertising campaigns, music videos, documentaries, and experiential events.

Clients included Saatchi & Saatchi, TBWA, Young & Rubicam, Hollywood Records, Interscope Records, Sony Records, Warner Bros. Records, Disney ABC Cable Networks, Turner Networks, Paramount-CBS.

Production Supervisor | Production Manager (January 2004 – January 2007)

- Tracked and maintained overall budget. Managed talent, location, and art clearances releases.
- Negotiated equipment rentals.
- Executed payroll for crew and talent. Negotiated rates and booking of crew and vendors for projects.
- Booked travel for crew and talent.

Production Coordinator (October 2001 – January 2004)

- Tracked all Purchase Orders and invoices.
- Managed distribution and reconciliation of Petty Cash.
- Made crew calls, managed call sheets, created production books.