

KATARINA URBAN

PRODUCTION SPECIALIST

P: (917)-940-3516 | **E:** urban544@gmail.com
LI: linkedin.com/in/katarina-urban-0271309 | **W:** www.katurban.com

SUMMARY

Integrated production leader with two decades of global experience within marketing, advertising, and production industries with proven success across live action, digital, social, interactive, and editorial. Solutions driven, creative thinker with a passion for driving creativity and innovation and building teams with a collaborative and progressive foundation.

KEY STRENGTHS

- **Production & Operations Strategy:** Expert in identifying and implementing essential processes to ensure content is delivered at a premium creative output.
- **Team Building:** Excellent communicator, motivator, and collaborator with a strong history of leading, mentoring, and empowering cross functional teams.
- **Content Production:** Expert production planning, strategy, scheduling and contracting skills with clear foresight to identify and address risks before they materialize.
- **Creative Problem Solving:** Creative thinker with high level foresight, always striving for innovative and smart solutions that elevate the narrative.
- **Communication:** Highly skilled in the art of communication and negotiation with internal and external stakeholders, production partners, talent, and c-suite level executives.
- **Financial Planning:** Strong financial mapping, forecasting, and reporting skills.

HONORS & AWARDS

I have had the incredible fortune to work with some of the smartest and most innovative people this industry has to offer which has afforded me the great honor of being part of award-winning teams to pick up the following accolades:

- **Cannes Lions:** 5 x Silver, 6 x Bronze, 1 x Finalist
- **D&AD:** 2 x Bronze
- **Effie Awards:** 1 x North America, 1 x Global, 1 x Finalist
- **One Show:** 3 x Gold, 2 x Silver, 1 x Bronze, 2 x Merits
- **Twitter Awards:** 1 x Gold
- **Webby's:** 6 x Webby's
- **Clio:** 1 x Bronze
- **Variety Music:** Best Synch of the Year 2018

PROFESSIONAL EXPERIENCE

Head of Studio & Production

Emerson Collective | September 2023 – Current

- Responsible for restructuring Creative Studio to enhance workflow, creative output and production quality.
- Develop and implement production process and pipelines to adhere with existing PM tools and company protocols.
- Manage all current Studio PM + Producers while building out a support team to handle scale.
- Work with Office of President to ensure company objectives and annual goals are scoped correctly and executed expertly.
- Investigate problems, analyze root causes for team workflow optimization.
- Manage annual budget for Studio inclusive of production spend, FTE and supporting roster of talent.
- Resolves any problems or interruptions in creative development and production.

Head of Integrated Production

TBWA (Seamount Group) Be Grizzlee | March 2022 – September 2023

- Development and management of production department.
- Management and reporting of P+L to Executive Leadership.
- Lead development of strategic and financial planning.
- Build, train, and mentor production department as well cross functional teams.
- Assist in new business strategic roadmap.
- Develop and implement transformation roadmap resulting in new organizational models, process and behaviors that integrate production alongside other functions.
- Hands-on production as required across all mediums: Broadcast TV, CGI, Localization, Digital, Art + Print, Experiential.
- **Results of Note:**
 - 200% increase in revenue: acquired local and global adidas business,
 - 75% increase in new agency talent
 - 2022 adidas World Cup Campaign production and delivery.

Director of Production (Social & Partnerships)

TBWA (Seamount Group) Be Grizzlee | May 2020 – March 2022

- Manage and lead 40+ cross functional companies of producers, artists, developers, and makers.
- Bid out and oversee live action, postproduction, and digital projects.
- Business and financial reporting to Executive Leadership team to ensure alignment on company objectives.
- Collaboration with leadership to operationalize the current structure to create efficiencies.
- Lead production quality standards, automation, and infrastructure roadmaps
- Rate and fee negotiation, SOW authoring
- Drive new business initiatives and expand on existing processes to grow capabilities to support evolving media landscape.
- **Results of Note:**
 - 43% increase in revenue by introducing new revenue streams including a live action stage and right shoring capabilities.
 - 76% increase in profitability by increasing quality of creative output and talent pool.
 - 10% decrease in staff turnover by providing better work / life balance and new creative opportunities.

Executive Producer

TBWA\Chiat\Day | November 2015 – May 2020

Global Production Lead managing multiple cross functional internal and external teams producing integrated content across Broadcast, Digital, Social, Print and OOH. Clients: Airbnb, Intuit: QuickBooks, Gatorade, New Business.

- Oversee broadcast, digital, and social production teams to ensure the best possible creative across all mediums and regions.
- Identify tools and procedures to optimize process efficiencies across all lines of business.
- Pursue growth opportunities for the business including strategic media, production partnerships.
- Manage the production process including financial performance (fee and production), staffing retained and project-based resources, account revenue, project revenue and investments, media, and production partner collaborations.
- Regularly evaluate and optimize the tools and processes we leverage to improve agency and per project workflow.
- Socialize new technologies, platforms, and partners to help us elevate our work and cultural aptitude.
- Develop, challenge, optimize and execute business and operational strategies in pursuit of balancing opportunity, success and financial gain.
- Lead, empower and challenge a team of integrated producers to support their professional and personal evolution.

Executive Producer

Fancy Pants Group | July 2015 – November 2015

(Freelance) Production Lead and Client Liaison for the launch of the Twitter Campaign “Moments” across digital, display and social.

Executive Producer

Inhance Digital (LA) | December 2014 – July 2015

Production Leadership across the conception, development, integration and transcreation of ‘Above and Beyond’, an interactive museum sponsored by Boeing consisting of 19 large -scale interactive experiences. Launching in the Smithsonian Museum, ‘AAB’ will travel the globe for a minimum of 5 years and will be localized into dozens of different languages and cultures.

Executive Producer

360i (NY) | January 2014 – August 2014

(Freelance) Production Lead for Clinique's first global social activation 'Start Better' and one of the industry's first ever 'war room' activations.

Executive Producer

McGarrybowen (NY) | October 2011 – November 2013

Global Production Lead across Reebok's Digital and Social lines of business, and the North American Production Lead across United Airline Digital, Social and Experiential lines of Business. Production Lead across New Business and mcgarrybowen London's new office.

Sr Producer

Socialistic (NY) | May 2011 – October 2011

Production Lead on project-by-project basis across multiple projects for: Fast Company, Showtime Dexter, Showtime Homeland and One Young World.

Sr Product Manager

Network Ten (SYD) | June 2010 – December 2010

Content and Digital production across multiple properties belonging to Networks 10 and Eleven including web + app development, content development, social content and real estate development.

Sr Content Producer

Foxtel (SYD) | February 2008 – June 2010

Production Lead across: W Channel, Fox Classics, FOX8, The Comedy Channel, Bio, Arena, History Channel

Content Editor

BMF Advertising (SYD) | March 2005 – February 2008

Integrated content development and production across IKEA, Ella Baché, XXXX Beer, Tooheys Extra Dry Beer, Guide Dogs, Hamilton Island, ALDI Stores, P&O Cruises, Commonwealth Bank, OPSM Eyewear.

REFERENCES

References available upon request.