

WILLIAM OAKS IV

Talent Relations

SUMMARY

Seeking VP, or Senior Media Consultant role where I can leverage my leadership in production, talent relations, and cross-platform content development. I excel in creative leadership roles that involve shaping and executing multimedia campaigns. This would include positions at agencies or in-house teams where creative strategy and brand messaging are central. Adept at leading creative teams from concept development to final delivery. Strong expertise in storytelling, project management, and fostering collaborative environments. Recognized for delivering compelling content that resonates with audiences for diverse media platforms including television, podcast, advertising, live specials, and events. I am a dedicated collaborator with a passion for pushing creative boundaries and staying ahead of industry trends.

EXPERIENCE

Consulting Director, Talent Relations

Paramount

📅 11/2024 - Present 📍 United States

- Spearhead talent logistics and on-site support for high-profile network premieres, awards shows, and tentpole events across Paramount Original Programming
- Oversaw travel coordination and day-to-day scheduling for scripted and unscripted talent, including flights, ground transport, glam, and accommodations
- Collaborate with teams (Publicity, Marketing, Digital, Production) to support talent in social, digital, and photo/video shoots.
- Provide onsite leadership at activations and red-carpet events, managing guest lists, staff coordination, and contingency planning
- Traveled to support live productions, premieres, and filming locations, offering real-time solutions and white-glove service to talent and reps to cultivate top-tier experiences and continued brand loyalty
- Demonstrate exceptional interpersonal communication with internal stakeholders and external reps, ensuring talent alignment across multiple verticals

Media Consultant

Will O Content

📅 07/2019 📍 Brooklyn, NY

- Provide expert recommendations to increase audience reach, listener/viewer retention, and engagement through targeted media campaigns and platform optimization
- Pre-Production Services including script development, storyboarding, casting, talent management, location scouting, and overall project planning
- Oversee all aspects of production, from concept to final delivery, including budgeting, scheduling, and post-production, ensuring projects are completed on time, within budget, and to the highest quality standards
- Develop and implement content strategies that integrate brand messaging seamlessly across digital, social media, and broadcast platforms, ensuring alignment with target audience demographics and market trends
- Advise on monetization opportunities, including sponsorship deals, advertising placements, and brand partnerships to optimize revenue streams for podcasts, radio shows, and TV programs
- Establish relationships with industry professionals, post-production facilities, talent agencies, and equipment rental companies to streamline the production execution process
- Streamline international production resources for US-based organizations looking to film overseas and for overseas organizations to film in America
- Clients include: Bravo, HBO MAX, Netflix, Target, and TJ Maxx

Executive Producer & Director

19th & Park

📅 05/2022 - 03/2023 📍 New York, NY

- Lead the development and execution of branded content and commercial campaigns, aligning creative direction with client objectives to produce high-impact content
- Responsible for overall strategy and concepts, managed production budgets and timelines while collaborating with clients and internal teams to deliver branded content campaigns and experiential marketing
- Lead interactive campaigns for clients, integrating cutting-edge technology and creative approaches to elevate audience engagement
- Tasked with hiring, securing location and permits, and ensuring that content is delivered at highest quality standards within resource allocation
- Address and resolve production challenges creatively, ensuring that project timelines and objectives are met without compromising the client's vision or campaign effectiveness
- Utilize analytics and audience insights to inform content strategies, measure performance, and optimize future productions
- Engaged with over {50} clients annually including; Healthcare.gov, Beats by Dre, Ulta, Under Armour, Disney, and SnapChat

EXPERIENCE

Line Producer

MasterClass

📅 02/2021 - 07/2021 📍 Hybrid Work

- Spearheaded all aspects of video production for high-profile, celebrity-driven learning content on a top streaming platform, ensuring seamless execution from pre-production to post-delivery
- Directed cross-functional teams of creatives, technical staff, and third-party vendors, fostering collaboration and ensuring alignment with creative vision and production goals
- Led logistical planning and execution, including location scouting, equipment procurement, and scheduling, ensuring smooth on-set operations and timely content delivery
- Contributed to content development, leveraging market trends and platform analytics to create engaging, educational content that resonates with diverse, global audiences
- Collaborated directly with high-profile celebrities to develop and refine teaching materials for online courses, ensuring content aligned with their personal brand and instructional objectives

Line Producer

Freelance

📅 08/2014 - 05/2022 📍 New York, NY & Los Angeles, CA

- Responsible for overseeing all aspects of physical production including creating and managing production budgets, hiring and supervising production team, and liaising with vendors and contractors
- Negotiated contracts with vendors and crew to secure best terms for production
- Managed clearance for 100+ locations and talent appearances for project footage
- Facilitated travel, accommodations transportation, catering, for cast and crew for team sizes ranging from 20-200 members
- Collaborated with Post Production to ensure that the final product meets creative vision and technical requirements
- Clients Include; Bravo, Paramount, Discovery, HBO, and J.P. Morgan

Production Manager

Freelance

📅 07/2011 - 08/2014 📍 New York, NY

- Lead the end-to-end management of television productions, ensuring projects are executed within scope, on schedule, and on budget
- Secure and manage vendor relationships, procurement, and trade-out agreements, negotiating favorable contracts to ensure cost efficiency and service excellence
- Facilitate seamless communication between creative, technical, and administrative teams, ensuring alignment with production goals and network requirements
- Identify potential production risks and develop contingency plans to ensure operational continuity under unforeseen circumstances
- Oversee post-production processes, ensuring that final content meets creative expectations and technical standards before broadcast delivery

CORE COMPETENCIES

Adobe Software	Microsoft Office	Mac OS	Strategic Planning	Project Management
Vendor & Contract Negotiating	Scheduling	Swing Shift	Location Scouting & Permitting	
Post-Production Management	Content Strategy Development	Brand Messaging and Creative Direction		
Client Relationship Management	Cross-Platform Media Planning	Quality Assurance and Compliance		
Insurance & Risk Management	Crew Hiring and Staffing	Team Leadership and Mentorship		
Media Clearance and Legal Compliance	Union Guidelines (SAG-AFTRA, DGA, IATSE)			

EDUCATION

Bachelor of Fine Arts

Theatre Arts Management

📅 08/2000 - 12/2005 📍 Washington, DC

- Howard University
- Washington, DC