

SIERRA UMBERGER

www.linkedin.com/in/sierra-umberger · sierraumbergerportfolio.com

MULTIFACETED CREATIVE

Creatively driven and a master at problem solving, looking to build a creative career in storytelling. Background in marketing and logistics. Eager to collaborate and use entertainment outreach to create an experience that will connect to communities and benefit others.

PROFESSIONAL EXPERIENCE

HSN - Culinary Stylist

February 2024 - Present

Food styling and visual merchandising products for established culinary brands. Coordinating hour block live television programming and social shoots with high profile talent from hosts, to guests, to VIP Chefs. Assisting large guest culinary teams with live programming logistics and show execution. Training new guest talent and accommodating brand requests to establish brand presence. Planning, coordinating, and executing up to 9 live television programming blocks a day.

Accomplishments:

- Increased entertainment value and “stickiness” (viewtime engagement) of a weekly, 1-2 hour live television block of scheduled programming culinary show “Now That’s Tasty! with Guy” by integrating a segment of “crew tastings” with each item for sale.
- Food styling and live presentation cooking/coordinating and assisting high profile chefs including Wolfgang Puck, Emeril, Jet Tila, Curtis Stone, Yolanda Gamp, Lorna Maseko, Lidia Bastianich, and Shahir Massoud.
- “Sierra does a great job communicating her needs from production... has financially beneficial impacts to the shows she is assigned.” -Line Producer performance feedback

Little Satchmo Documentary LLC - Manager, Researcher, Production Assistant

June 2020 - Present

Conducting and logging research for Documentary on historical figure Louis Armstrong. Working with producers, writer, and director team during production and post production to manage film outreach. Production assistant during filming in Florida Location. Photographing a private family collection of documents, letters, photographs and other memorabilia.

Accomplishments:

- Emmy Award winning film - Southeast Emmy’s 2023
- Managing and organizing social media strategies, campaigns and promotions for the film including a European tour in Summer 2024 and interviews featured in the 2024 Olympics Film Festival.

HSN - Studio Coordinator

November 2020 - February 2024

Visual merchandising for name brands. Preparing and executing product coordinating for live broadcasting presentations. Anticipate and react to show host, guest, director, producer, model, crew, and vendor needs and requests during broadcast, including requests for products, host cards supplies and props. Training incoming coordinators. Working collaboratively with multiple broadcast teams in a high pressure, time sensitive environment. Leadership role in my team.

Accomplishments:

- Preparing and executing high profile shows for the network such as award shows, new product launches, movie features, celebrity guests, Andrew Lessman Vitamins, Beekman 1802, and Anna Griffin.
- Specializing for two years with electronics and crafting, preparing presentations for other team members and guests, and being on standby to assist where needed during live show presentations.

SKILLS

Adobe, Microsoft, Google products, Canva, high-pressure time-sensitive environments, photography, videography, visual merchandising, content creation, research, live production experience, stage production experience, film and television set experience, performance background, sales, logistics, contracts, can work on headset/walkie talkies.

SIERRA UMBERGER

www.linkedin.com/in/sierra-umberger · <https://app.genero.com/p/sierraumberger>

PROFESSIONAL EXPERIENCE

New Wave Auto Sales/Ace Rent A Car - Agent

August 2016 - October 2020

Managing, maintaining, transporting and inventory of a 200 vehicle rental fleet. Writing rental and purchasing contracts. Organizing and managing dispatch team to pick up purchased vehicles. Working with customers, sellers, and banks to verify and finalize sales and purchases. Scheduling vehicle maintenance and shop appointments. Tracking airport flights and collaborating with other rental office locations to accommodate customers. Driving shuttle busses for airport pick ups and drop offs. Logistics.

Accomplishments:

- Achieving and maintaining the record of highest sales on a weekly basis.
- Special project: pre-auditing and reorganizing all of the companies sales records, files, and paperwork.
- Outstanding customer service recognition

Lea Umberger Designs - Apprentice/Assistant

2010-2023

Assisting designer on builds and installations and making art. Taking measurements of spaces and items for designer, delivering and picking up furniture, assisting designer with shopping, loading and unloading heavy furniture. Prepping design elements and final details. Assist with costume design and alterations. Organizing storage.

Accomplishments:

- An incredible, hands-on apprenticeship in interior home design, set design, costume design.
- Learning many building and installation skills and creative business operations and etiquette
- Working on 2 regional commercials

EDUCATION

St Petersburg College

Associate in Arts Degree focus in Photography (August 2016 - May 2018)

VOLUNTEER WORK

Habitat for Humanity

Volunteering building homes and working my local "ReStore".

SOFT SKILLS

Attention to detail, resourceful, communication, proactive work ethic, multitasking, sales, leadership, adaptability, creative, problem solving