

SIERRA UMBERGER

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MULTIFACETED CREATIVE

Specialize in using entertainment outreach to craft impactful experiences that connect with communities and drive meaningful engagement. Creatively driven storyteller with background in marketing and logistics. Recognized for exceptional problem-solving skills, attention to detail, adaptability, and the ability to thrive in high-pressure, time-sensitive environments. Highly resourceful and collaborative in delivering results that benefit diverse audiences. Skills include:

Photography | Videography | Visual Merchandising | Content Creation | Communication |
Proactive Work Ethic | Multitasking | Live & Stage Production | Performance Background |
Television & Film | Sales | Leadership | Creative Solutions

PROFESSIONAL EXPERIENCE

LITTLE SATCHMO DOCUMENTARY LLC, Various locations

Jun 2020 - Present

Manager, Researcher, Production Assistant

Develop virtual assets and promotional strategies for Emmy Award-winning documentary, strengthening brand storytelling and outreach across global markets. Collaborate with internal team and outside partners and brands. Research and organize research logs on historical figure Louis Armstrong and relations, including private family collection of documents and memorabilia. Production assistant during Florida location shooting.

- 2023 Southeast Emmy Award winner, Outstanding Historical Documentary (*Little Satchmo*).
- Conduct research and photography/videography documentation during pre-production, production, post-production processes and events, contributing to content and visual storytelling of film and promotional aspects.
- Manage film outreach in collaboration with producers, writer, and director team, building and maintaining brand voice and image.
- Organize social media strategies, campaigns, and promotions for documentary and team appearances, increasing global scale viewership and audience engagement during events like European tours in Summer 2024 and 2025 and the 2024 Olympics Film Festival.
- Attend local screenings and events, documenting with photos and notes, providing team representation, and gathering materials for social outreach.

HSN, St. Petersburg, FL

Nov 2020 - Jul 2025

Culinary Stylist | Feb 2024 – July 2025

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. Assist large guest culinary teams with live programming logistics and show execution. Train new guest talent and accommodate brand requests to establish brand presence. Plan, coordinate, and execute up to 9 live television programming blocks daily.

- Leveraged vendor and staff feedback to resolve production challenges for weekly 2-hour live television culinary program by integrating planned crew tasting segments, resulting in increased entertainment value, view time, customer engagement, and sales.
- Executed all food styling and coordinated live cooking presentations for high-profile chefs, including Wolfgang Puck, Emeril, Jet Tila, Curtis Stone, Yolanda Gampp, Lorna Maseko, Lidia Bastianich, and Shahir Massoud, delivering polished, camera-ready dishes for high-visibility broadcasts.

- Reimagined and redesigned functional prep kitchen layouts, including build requests for props and set pieces to optimize space utilization, time for set changes, and team efficiency.
- Communicated complex production needs across multiple teams to effectively deliver consistent and clear messaging, resulting in financially beneficial sales outcomes for assigned shows.
- Curated and supplied rotating inventory of seasonal props and thematic assets each month, inspiring cohesive storytelling, and energizing team creativity in display design.

Studio Coordinator | Nov 2020 - Feb 2024

Coordinated visual merchandising for name brands. Prepared and executed product coordinating for live broadcasting presentations. Anticipated and reacted to show host, guest, director, producer, model, crew, and vendor needs and requests during broadcast, including requests for products, host cards, supplies, and props. Trained incoming coordinators. Collaborated with multiple broadcast teams in a high-pressure, time-sensitive in-house retail/production environment. Served as team leader.

- Positioned as in-house product specialist for multiple product categories for 2+ years.
 - Planned, prepared, and implemented product displays and detailed demonstrations, keeping team members and guest experts updated and informed.
 - Provided live-show support during sales presentations to ensure smooth execution, enhancing and maintaining audience engagement.
- Executed visually and logically seamless presentations for 100+ high-profile live broadcasts (award shows, celebrity segments, and product launches), ensuring on-air brand alignment and production success.
- Designed 30+ featured displays weekly for nationally televised new product launches, brand showcases, special presentations, and content shoots. Adapted to live feedback from producing teams on hourly basis, enhancing and refreshing customers' experience of product and improving engagement across multiple platforms.
- Creatively innovated streamlined display prototypes that resulted in elevated displays with reduced setup time and were adopted as execution best practices across recurring monthly programs.
- Trained and mentored 30+ new team members, standardizing merchandising execution and consistency across 19 daily programs and schedules.
- Partnered with brand experts to evolve merchandising strategy, expanding product positioning to target new customer personas and broaden overall reach over multiple platforms.
- Developed and shared innovative ideas with director, producer, and talent teams in preproduction discussions, facilitating smoother experiences for production team and delivering concise and entertaining shows for customers.
- Ordered repairs, replacements, and new props, allowing visual merchandising team to regularly workshop and share fresh, upgraded display designs. Energized team creativity and instilled sense of pride in innovations.

EDUCATION

Associate of Arts (AA), Photography, St. Petersburg College, Pinellas County, FL

Design Apprentice, Lea Umberger Designs, Various Locations, FL

- Commercial, stage, interior, and production design

SOFTWARE SKILLS

Adobe Suite (Photoshop, Lightroom, InDesign, Premiere Pro), Microsoft Office Suite (Word, Excel), Canva

COMMUNITY INVOLVEMENT

Habitat For Humanity, Restore Merchandising and Home Building Volunteer