


SYLVIA BARRERA-NGUYEN

SR. INTEGRATED PRODUCER

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PROFESSIONAL SUMMARY

As an award-winning, Producer for Fortune 500 companies, with over 20 years of experience in advertising and commercial film production, I am confident that I can successfully produce your next omni-channel campaign. I build teams and workflows for high-volume, multi-market projects in a fast-paced environment. My passion is in producing high-quality work that captivates and entertains audiences and meets marketing objectives.

SKILLS

International Film Production, Creative, Digital, and Broadcast Producer of Live-Action, Original Animation and Motion-Graphics, Project and Budget management, Creative Problem Solving, SAG/AFTRA Union and Non-Union Shots, Business Affairs and Talent Management, TV Commercial Line Producer, Bilingual (Spanish and English), Post-Production Producer, Google Docs, Microsoft Office, Adobe Workfront, Asana, Slack and Extreme Reach

EXPERIENCE

Freelance Line Producer/Production Manager

June 2023 - Present

- Line Produced digital promo and music videos, overseeing casting, location scouting, hiring of crew, equipment rental, booking of talent, extras, and filming logistics
- Led every aspect of production, pre-production to wrap, ensuring a successful, cost and time efficient shoot, within scope, approved by all, and meeting client expectations

Highlights: Produced low budget projects locally in Houston tapping into local talent

Clients: Lyric Michelle (Artist), Raise the Vote, Insperity, Pacific Northwest Association, 48-HFP

Sr. Broadcast Producer

Lopez Negrete Comm.

Oct. 2021 - June 2023

- Produced integrated ad campaigns, concept-to-completion, responsible for all aspects of pre-production, production and post-production of TV, radio and digital assets
- Established workflows to secure that talent payments were made per media buys
- Collaborated across departments producing broadcast, digital, TV, radio and OOH projects
- Produced tier 2 campaigns responsible for 100s of deliverables in overlapping, on-going phases, in English and Spanish, for multiple offers throughout the U.S
- Trained Business Affairs and Talent manager on how to estimate, actualize, close projects, use Extreme reach, and how to translate media plans to talent payments

Highlights: Produced multiple integrated campaigns, some in partnership with GM agencies

Clients: Walmart, Bank of America, Hyundai, Alzheimer's Association, and McDonald's

Video Producer

Cella/Chevron

March 2021 - Oct. 2021

- Successfully produced internal and external videos, within guidelines, timeline and budget
- Ensured a smooth production process across departments using online project management software, clear and concise communication, implementing scripts and approval processes

Highlights: Led a multicamera video and stills shoot of the Chevron Pride Celebration Live Event in multiple cities, featuring, CEO, Mike Wirth

Freelance Virtual Event Producer **VISION Production Group** March 2020 – Nov. 2020

- Executed virtual events, corporate and event videos, meeting and exceeding client expectations
- Implemented project managing online software to track time, and costs, and share progress
- Expedited projects with great attention to detail, streamlining the process, triggering savings

Highlights: Produced Girl Scouts of San Jacinto Virtual Event, involving an interview-style shoot and a live-streaming event with “The Little Couple” celebrity talent, Dr. Jen Arnold

Clients: Girl Scouts, Mobile Solutions, Small Business Admin., Holocaust Museum, and Hines Real Estate

Video Coordinator **Zurvita** June 2018 – Feb. 2020

- Built brand awareness alongside the Marketing Team, producing a variety of marketing assets
- Developed content interviewing Field Consultants at events in English and Spanish
- Strengthened marketing strategies producing innovative social media campaigns
- Collaborated across Sales, Marketing and Video Departments to ensure messaging goals were met, a clear communication throughout marketing materials, and high-quality on tight budgets

Highlights: Reduced cost by writing and producing promo videos in-house.

Freelance Broadcast Producer **Company of Others** Oct. 2021 - June 2023

- Spearheaded General Market, original, national and regional local and international film shoots
- Responsible for estimates, milestone schedules, project management, risk management, client approvals, project PPT presentations, and all related documentation to production

Highlights: Translated scripts from English to Spanish, casted voice-over talent, booked talent and studio, directed talent in Spanish and provided as produced script for all Direct Energy radio ads

Clients: Minute Rice, Direct Energy, Alteon Health, Riviana Foods

Sr. Broadcast Producer **Lopez Negrete Comm.** Oct. 2021 - June 2023

- Effectively managed all facets of production and postproduction with third party vendors
- Responsible for ad campaigns ranging from \$150k to \$750k for Hispanic Market audiences

Highlights: Produced VFX heavy shoot with James Franco in NY on location and in studio

Clients: Verizon Wireless, Walmart, Visa, Dr. Pepper, Sonic, Shell, Droid Turbo, and Bank of America

AWARDS

2025 - 1st Place, Raise The Vote PSA Contest, “Superpowers” :90 TV

2023 - Best Film 2nd Place, 48 Hour Film Project - Houston, “Ghosting” Short Film

2023 - Silver, Houston ADDY, McDonald’s, “Real Stories, Real Opportunities” Case Study

2017 - Best of Show, Houston ADDY, Walmart, “Invisible Man” :30 TV

2012 - Silver, Houston ADDY, Dr. Pepper/Snapple, Squirt, “Thirst Quenchers”, :60 Radio

2005 - Silver, Telly Award, Jeep Commander “Chrome Control” TV, :30 TV

EDUCATION

University of Houston, Bachelor of Arts, Communications - Radio, TV, Film

1993-1997