

JILLIAN ANGELA MONTALVO

Executive Producer

347-328-2586

New York, NY

hi@iamthejam.com

ABOUT ME

I'm a Digital Producer with 14+ years of experience leading high-impact digital content, marketing campaigns, and cross-functional teams for Fortune 500 clients and global brands. Expert in overseeing full-cycle production and delivery of digital experiences—from concept through execution—while maintaining sharp focus on timelines, budgets, and quality. Skilled at leading multiple teams simultaneously and building strong client partnerships to drive engagement, revenue, and innovation.

PROFESSIONAL SKILLS

- Digital Media Production (Online, Social, Animation, Video and Live Action)
- Cross-Functional Team Leadership
- Multi-Platform Campaign Execution
- Client Relations & Stakeholder Communication
- Creative & Technical Campaign Management
- Agile & Waterfall Project Management
- Vendor & Resource Coordination
- Budgeting & Timeline Oversight

WORK EXPERIENCE

FEB 2021 – PRESENT

AT&T *Principal Digital Producer*

- Lead end-to-end production for high-visibility e-commerce initiatives focused on wireless revenue generation.
- Manage cross-disciplinary teams including creative, content implementers, development, and business to deliver conversion-optimized digital experiences.
- Serve as point of contact for internal stakeholders and executives, translating goals into executable project plans and assets.
- Streamline production pipelines to improve time-to-market and team efficiency.

NOV 2018 – FEB 2020

FREELANCE / CONTRACTOR *Digital Producer & Project Manager*

- **Universal McCann - UM Studios | Johnson & Johnson: Baby, Aveeno, Neutrogena**
 - Produced and managed Addressable Content Banners for J&J Brands.
 - Projects Included: Mass Banner Production
- **Publicis Sapient | Batiste, Nair and OxiClean**
 - Produced and managed several multi million dollar digital and social media campaigns, concurrently.
 - Projects included: Refinery29, Popsugar and Pandora Partnerships, social media campaigns, banner campaigns and website updates.
- **Howard Hughes Corporation | Seaport District, Pier 17**
 - Developed critical relationships with team members, understood and acclimated to company culture and ensured that creative project management processes were being followed.
 - Projects included: social media campaigns, email marketing and website builds for neighborhood events, restaurant and bar openings and various other owned and operated business announcements.

JUN 2016 – APR 2018

VEVO *Creative Producer*

- Produced multi-format content including short-form video, social media, live action, animation, and editorial photography.
- Managed the creative production lifecycle from pitch to post-production, collaborating with designers, editors, and animators.
- Coordinated artist photoshoots and event productions, driving creative alignment and deadline adherence across internal and external teams.

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WORK EXPERIENCE CONTINUED

- AUG 2014 – MAY 2016** **BRIGADE MARKETING** *Senior Producer*
- Oversaw a team of 11 designers and developers to execute digital marketing campaigns in the entertainment space.
 - Scoped projects and coordinated with Creative and Account teams to ensure timely delivery and stakeholder satisfaction.
 - Proactively managed staffing, project planning, and real-time issue resolution.
- NOV 2013 – JUL 2014** **VML** *Senior Project Manager*
- Directed multi-million dollar digital campaigns, acting as liaison between senior clients and internal teams.
 - Balanced client advocacy with internal resource needs, ensuring project goals were met on time and within scope.
- NOV 2011 – OCT 2013** **BBDO WORLDWIDE** *Digital Producer*
- Led digital media projects for high-profile clients including HBO, ExxonMobil, and Johnson & Johnson.
 - Managed teams through ideation, production, and launch phases while maintaining creative integrity and budget alignment.
 - Oversaw animation, video, and digital content production, adapting to evolving client needs and feedback.
- DEC 2009 – NOV 2011** **MOXIE** *Digital Producer*
- Produced animation and digital campaigns for L'Oréal brands.
 - Directed internal resources and managed timelines, creative workflows, and client communication.
 - Executed multi-platform campaigns including video, UGC, mobile, and social content.
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STRENGTHS AND SKILLS

Information seeker, great communicator, problem solving, planning, project scoping, training new hires. Task management software including, but not limited to Workfront, SharePoint, DAM Platforms. Microsoft Office, Adobe Photoshop, Premiere Pro, and Final Draft.

Mac/PC.

Apple/Android

EXTRACURRICULAR INTERESTS

- Writing | Screenwriting and Journaling
- Media Studies | Following Network News, Directors and Future Productions
- Live Music | Concerts and Music Festivals
- Fitness | Strength Training, CrossFit and HIIT