

JAY FLORENCE

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SUMMARY

Executive Producer skilled in leading comprehensive production across experiential, digital, video, and photography projects. Committed to cross-functional collaboration to achieve ambitious project goals through dialed communication, empathic leadership, and deep knowledge.

EXPERIENCE

11/2024 to Current	Executive Creative Producer Revery - Los Angeles, California - Led 360 creative production from pitch development through final delivery, ensuring alignment with client vision. - Cultivated client relationships, producing high-profile content for Amazon Devices, AWS, WNBA, Fashionphile, and Lucid Motors. - Developed and implemented operational policies to streamline workflows and enhance collaboration among cross-functional teams.
03/2022 to 10/2024	Executive Producer Big Spaceship - New York, New York - Led production for Starbucks North America annual 360 campaign development - Delegated tasks to cross-functional teams for multiple concurrent projects, ensuring alignment and timely delivery.
05/2019 to 02/2022	Senior Producer Freelance - Los Angeles, California - Produced high-quality content for various multimedia projects and campaigns. - Managed project timelines and budgets effectively throughout production phases.
05/2018 to 05/2019	Senior Production Manager Publicis Groupe - New York, New York - Coordinated cross-departmental activities. - Managed vendor relationships to ensure timely procurement of materials and services, meeting critical project deadlines.
05/2016 to 05/2018	Production Supervisor Freelance - New York, NY - Production Supervisor for Nancy (2018) - Production Manager for Broken Ghost (2017)
10/2011 to 04/2016	Senior Producer Dentsu 360i - New York, New York - Produced integrated advertising and marketing campaigns across experiential and content marketing. - Conducted performance evaluations that supported career development for direct reports.

EDUCATION

2010	Bachelor of Arts: Integrated Marketing and Design Parsons - New York, NY
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