

Emma Jane Ortiz Johnson

CREATIVE PRODUCER

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PROFESSIONAL SUMMARY

A highly skilled Creative Producer with over four years of progressive experience in account management and production within the media and content production industry. Adept at leading multifaceted projects, from social media campaigns to large-scale production shoots, excelling in managing budgets, timelines, and cross-functional teams. Proven ability to enhance brand presence through strategic planning and execution, with a keen eye for detail and a talent for client communications and negotiations.

Professional Skills: Project Management • Content Creation and Strategy • Budget Management • Client Relationship Management (CRM) • Team Leadership and Collaboration • Organisational Skills • Creative Development • Media and Communications • Research and Analysis • Adaptability and Multitasking • Microsoft Office • Google Suite • Planning Tools (Asana, Gantt, Harvest) • Traffic Management

EXPERIENCE

CREATIVE PRODUCER

Not Actual Size, London | Sept 2019 - Present

- Successfully produce and oversee multiple concurrent paid social campaigns, ensuring deliverables align with client briefs and are delivered within budgets ranging from £20k to £80k.
- Spearhead content creation, strategy, and content calendar planning for Dove's social media campaigns, enhancing their presence on Instagram and TikTok and managing the entire content lifecycle from ideation to publication.
- Manage end-to-end production for Dove product still life shoots, coordinating with external vendors, managing substantial budgets and bids, and ensuring high-quality production standards and timely delivery.
- Direct freelance outreach, scheduling, and time management, optimising workflow and resource allocation for the creative team and fostering a collaborative environment to drive innovation and efficiency.
- Maintain robust communication channels with clients, ensuring their needs and expectations are met throughout project lifecycles.
- Develop strong client relationships through effective stakeholder management and strategic communication.

VOLUNTEER

Portland Art Museum, Portland, OR | Jun - Sept 2018

- Monitored art auctions, tracked value changes within the museum's collection and provided insights and recommendations to enhance collection value.
- Developed and implemented a new organisational system for the library and donations team's paperwork, improving operational efficiency.

INTERN

Steel Door Gallery, Portland, OR | Jun - Sept 2018

- Organised and managed opening events, guest lists, and press communications, successfully driving media coverage for the August 2018 opening show.
- Identified and onboarded new artists, curated and rearranged art displays, and expanded the gallery's client base through social media and email marketing.

INTERN

Peter Corvallis Productions, Portland, OR | Jun - Aug 2017

- Assisted with event preparation and day-of troubleshooting, ensuring seamless event execution.

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- Organised office and prop department, scheduled client appointments, and answering phones.

ASSOCIATE

Roger and Ives, Portland OR | Winters 2016 - 2018

- Managed retail operations at Roger and Ives, driving customer satisfaction and loyalty through personalised shopping experiences and exceptional hospitality.
- Implemented strategic initiatives that grew a loyal client base.
- Maintained impeccable store cleanliness and organisation standards, ensuring a visually appealing and welcoming environment.
- Executed inventory management duties, including restocking shelves, wrapping products, and merchandising displays to enhance product visibility and appeal.

EDUCATION

University of St Andrews, Scotland, UK | 2015 - 2019

- MA Hons Art History (2:1)
- Dissertation: "Yolanda Lopez: Reclaiming an Indigenous Heritage for the Virgin of Guadalupe"

St. Mary's Academy, Portland, OR | 2011 - 2015

- High School Diploma
- GPA: 3.96

CERTIFICATIONS

AdGreen Sustainable Production Certified

Industry Club Content Production Certified

REFERENCES

Simone Van Tiel, previous director at Not Actual Size | 07741 364249

Amy Jones, HR manager at Not Actual Size | amy@notactualsize.co.uk