



Jessica Amen

DIGITAL EXECUTIVE PRODUCER, DIRECTOR OF PRODUCTION & PRODUCT DEVELOPMENT

Profile

With 22 years of experience in digital media and video production, including commercials and long-form film projects and a solid technical foundation in programming, Jessica is a highly effective liaison between clients and production teams. She excels at demystifying complex technologies and translating them into clear, actionable direction. In addition to her strengths in communication and leadership, Jessica brings deep expertise in digital product development, guiding teams from concept to launch with a focus on usability, innovation, and efficiency. Known for her friendly yet decisive leadership style, she organizes and inspires teams while implementing tools and systems that enhance productivity, streamline workflows, and foster a positive, collaborative working environment.

Employment

Freelance Executive Producer, Hello Robo, New York, NY

JAN 2026

- Freelance oversight and project management on various projects.

Director of Client Services, AvatarLabs, Los Angeles, CA

JUN 2021 – NOV 2025

- Led end-to-end digital production and product development, overseeing resourcing, hiring, project management, budgeting, and profitability.
- Managed and mentored a team of four producers while supporting business development and client relationships.
- Owned project scopes, budgets, and timelines across accounts.
- Oversaw video, commercial, and film productions from pre-production through post and final delivery across digital and broadcast platforms.
- Clients included Disney, Sony, Universal, Amazon, Warner Bros., HBO, A24, Coca-Cola, Nickelodeon, PBS, TikTok, and others.

Freelance Executive Producer, Various Marketing Agencies, Los Angeles, CA

DEC 2020 – JUN 2021

- The Refinery: Managed production for Hulu's FYC campaigns (*The Handmaid's Tale*, *PEN15*), ABC's *Celebrity Dating Game*, and NatGeo's *Sharkfest* display ads.
- AvatarLabs: Managed production for *Wrath of Man* display display ad campaign.
- Stink Studios: Led production for the Nike Air Max Day 2021 Web Experience - Air Max Day Worldwide.
- Known: Led production for Stanley Tucci: Searching for Italy Display Ad Campaign and a Spotify custom consumer initiative.

Director of Production, Unfold Agency, Playa Vista, CA

OCT 2016 – NOV 2020

- Built and led end-to-end production operations, including resourcing, hiring, project management, time tracking, and profitability oversight.
- Trained and mentored a team of 13 digital producers while supporting business development and client growth.
- Owned project budgeting and scheduling across accounts.
- Helped scale the company from 13 to 65+ employees over four years.

Details

Marina Del Rey, CA

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jessica@jessicaamen.com

Links

[Portfolio](#)

[LinkedIn](#)

Skills

Digital production leadership for large-scale, multi-platform campaigns

End-to-end project, program, and delivery management

Team leadership and cross-functional coordination (design, dev, video, vendors)

Budgeting, scheduling, and profitability management

Executive-level client and stakeholder communication

Digital product and integrated campaign strategy (web, social, interactive, print, AV)

QA, testing, and launch oversight for advanced digital ad units and web based projects

Video & film production, including post-production workflows

Union and non-union crew management

- Clients included Disney, Fox, ABC, Sony, Universal, Hulu, Netflix, Paramount, Amazon, Warner Bros., and others.

Senior Integrated Producer, Ignition Creative, Playa Vista, CA

JUL 2012 – OCT 2016

- Led end-to-end digital production across banners, microsites, EPKs, interactive and social campaigns from concept through launch and analysis.
- Developed integrated digital strategies aligned with national broadcast and print efforts.
- Acted as primary client liaison, coordinating cross-functional teams including designers, developers, video editors, and vendors.
- Streamlined workflows to ensure on-time delivery and oversaw QA of complex rich media ad units.
- Partnered with ad networks and media teams; expert in MediaMind, DoubleClick Studio, and related platforms.
- Clients included AMC, DreamWorks Animation, HBO, Netflix, NBCUniversal, Disney, Warner Bros., Nike, Toyota, Amazon Studios, and more.

ADDITIONAL EMPLOYMENT HISTORY PROVIDED UPON REQUEST

Film & Video Production Highlights

- Executive Producer on three national commercial productions, overseeing development through post-production.
- Produced a feature-length narrative film, managing full life-cycle including budgeting, scheduling, casting coordination, union crews, and post-production delivery.
- Led post-production workflows across editorial, sound, color, and delivery for broadcast and digital platforms.

Education

Bachelor of Arts, Minor in Music Industry, University of Southern California, Los Angeles

Websites & Social Links

Linkedin

<https://www.linkedin.com/in/jessicaamen/>

Portfolio

<https://jessicaamen.com>

References

References available upon request