

JESSICA AMEN

Executive Producer & Creative Operations Leader

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SUMMARY

Multi-disciplinary Production Leader with 20+ years of experience delivering high-stakes digital campaigns and feature film projects for global titans including Disney, Netflix, A24, and Nike. Expert at bridging the gap between complex technical requirements and creative vision, specifically within the entertainment and streaming sectors. Most recently served as Executive Producer on the feature film EXPOSURE, overseeing comprehensive production and post-production workflows. Renowned for a "friendly yet decisive" leadership style and a dedication to building high-efficiency production infrastructures using Notion and AI-driven automation.

KEY SKILLS

- **Core Competencies:** Digital Production Leadership • Strategic Oversight • Technical Product Management • P&L Stewardship • Team Orchestration
- **Tools & AI:** Notion (Architect) • Gemini/AI Workflow • Canva • CapCut • Descript • Airtable • Slack

WORK EXPERIENCE

Principal & Executive Producer, Kreatliv, Inc., Marina Del Rey, CA

2008 - Present

- Founding a creative management firm, now focused on AI-workflow integration and operational infrastructure for independent features and digital brands.
- Provide high-level consultancy and project management for digital production, marketing, and film, including recent freelance oversight for Hello Robo (2026).

Director of Client Services, AvatarLabs, Inc., Los Angeles, CA

June 2021 - Nov 2025

- **Operational Infrastructure:** Architected and scaled end-to-end digital production workflows, moving the agency from manual tracking to a centralized, automated system (Notion/Monday/Asana) to support a growing multidisciplinary team.
- **Strategic Leadership:** Spearheaded the delivery of high-velocity social and digital campaigns for a premier client roster including TikTok, Disney, Sony, and Coca-Cola, ensuring technical feasibility and creative excellence.
- **P&L Stewardship:** Managed full-lifecycle project budgets and resourcing across all accounts, consistently optimizing for profitability while navigating shifting client scopes and timelines.
- **Team Orchestration & Client Relations:** Led a core team of producers and served as the primary strategic liaison for executive stakeholders, translating complex technical requirements into actionable roadmaps.

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

Nov 2020 - June 2021

- Spearheaded end-to-end digital production and technical execution for a premier client roster, including high-profile Hulu FYC campaigns (The Handmaid's Tale, PEN15) at The Refinery, and the Nike Air Max Day 2021 Global Web Experience at Stink Studios. Provided strategic oversight for theatrical digital campaigns at AvatarLabs (Wrath of Man) and led cross-functional production for CNN's Stanley Tucci: Searching for Italy and custom Spotify consumer initiatives at Known. Focused on navigating technical complexities and ensuring brand consistency for high-traffic, worldwide launches.

Director of Production, Unfold Agency, Playa Vista, CA

Oct 2016 – Nov 2020

- **Operational Scaling:** Played a pivotal role in scaling agency infrastructure from 13 to 65+ employees, designing the production frameworks necessary to sustain a 400% increase in headcount.
- **Systems Architecture:** Standardized agency-wide workflows by architecting centralized workspace systems (Notion/PM tools), successfully reducing project friction and aligning cross-functional communication for 60+ staff members.
- **Team Leadership & Mentorship:** Built and directed a high-performing team of 13 digital producers, providing continuous mentorship and establishing rigorous standards for project management and delivery.
- **Full-Lifecycle Operations:** Engineered end-to-end production operations, overseeing the critical path for resourcing, hiring, and time-tracking to ensure maximum profitability across all accounts.

Senior Integrated Producer, Ignition Creative, Playa Vista, CA

July 2012 – Oct 2016

- **Integrated Campaign Architecture:** Orchestrated end-to-end digital production for high-stakes launches, ensuring seamless alignment between interactive social campaigns, microsites, and national broadcast/print initiatives.
- **Ad-Tech & QA Specialization:** Leveraged expert-level knowledge of MediaMind and DoubleClick Studio to oversee the technical deployment, analysis, and rigorous QA of complex rich-media ad units.
- **Strategic Stakeholder Alignment:** Acted as the primary technical liaison for a premier client roster including HBO, Netflix, and Warner Bros., directing multidisciplinary teams to transform complex concepts into launch-ready assets.

Film & Video Production Highlights

- **Feature Film Lifecycle Management:** Serving as Executive Producer for the narrative feature EXPOSURE (2027), directing the comprehensive "Iron" of production: from initial budgeting and SAG-AFTRA union compliance to multi-phase scheduling and casting orchestration.
- **National Commercial Stewardship:** Spearheaded the end-to-end development and delivery of three national commercial campaigns, managing the critical path from concept through final broadcast delivery.
- **Technical Post-Production Oversight:** Masterminded complex post-production workflows for over 15 years, synchronizing editorial, sound design, color grading, and localized delivery across global broadcast and digital streaming platforms.

ADDITIONAL EMPLOYMENT HISTORY PROVIDED UPON REQUEST

EDUCATION

Bachelor of Arts

Sept 1998 – June 2003

University of Southern California, B.A. Vocal Jazz Performance, Minor in Music Industry