



YASMIN MAWAZ-KHAN

INTEGRATED PRODUCER

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Experienced in producing live action videos, virtual reality, events, marketing campaigns, print collateral, photo shoots, mobile apps, websites, and interactive experiences. Outstanding combination of technical and people skills, thriving on the collaborative process and guiding projects to completion. Clients include: Apple, Levi's, Disney, Genentech, Salesforce, Gallo Wines, SKYY Vodka, Microsoft, and Pixar.

Ready to produce great content and collaborate with a dynamic and passionate team.

RECENT EXPERIENCE

Producer | Freelance | 2012 - Current

Produced commercials, various digital media assets, XR content, photography campaigns, OOH, and events for agencies and clients, such as BBDO, Bonfire Labs, and WPP. Hired, collaborated with and managed production teams. Established production workflows to ensure timely delivery of final assets. Created and managed production budgets, schedules/timelines, call-sheets, inventory, talent and shooting logistics. Acquired permits and licenses, and managed vendor paperwork and payroll.

Producer | Apple | 2018 - 2020

Lead producer for the @AppleSupport Twitter channel. Led monthly production cycles from ideation to publish of ~25-30 pieces of original content. Managed production across multiple cross-functional teams, successfully produced thematic social campaigns, multi-unit photoshoots, and in-house video/photo shoots. Produced special video projects and initiatives to fulfill Apple Care's business needs. Streamlined internal production and communication processes, incorporated efficiencies and documentation, while maintaining timelines and a fun work dynamic all within strategic scope.

Integrated Producer | Swirl | 2017

Produced videos, websites, paid media content, integrated marketing campaigns, and print retail marketing assets. Managed creative teams, developers, and vendors to deliver campaign assets on time and under budget. Developed production processes and workflows, implemented new communication methods, and facilitated inter-departmental collaboration. Created detailed project estimates and schedules, negotiated vendor contracts, and actualized budgets. Led weekly team meetings, developed progress reports, and collaborated with Account Managers to facilitate client communication and deliverables.

Interactive Producer | Viscira | 2015 - 2016

Produced multiple videos, animations, iPad applications and websites according to client expectations, often with fast-paced parallel delivery schedules. Managed multiple projects and teams simultaneously across creative and technical departments. Developed detailed timelines and budgets according to scope of work and creative briefs. Developed and pitched interactive brand and campaign strategies to clients based on competitive market and user data. Regularly updated process docs and Wiki page, and maintained meticulous project documentation. Supervised production and post-production workflow using online management tools to deliver on time and under budget. Routed deliverables through QA to ensure highest company standards and quality. Led weekly internal team meetings and conference calls, followed by actionable progress reports. Facilitated weekly client-facing communication throughout project lifecycle, while collaborating with Account Managers to maintain client expectations. Created and presented monthly budget health reports to executive leadership.



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TECHNICAL SKILLS

Production | Project Management / Budgeting / Scheduling / Coordinating / Vendor Relations
Creative | DSLR Video and Photography / Adobe Creative Suite / Design Thinking & Direction
Web | Basic HTML/CSS / Wordpress / Information Architecture / UX and UI

ACHIEVEMENTS

Producer/Director | "Ace in the Hole" documentary film, San Francisco | 2009 - current
Documentary film about Ace Junkyard, its owner Bill Kennedy and how he helped many San Francisco industrial artists realize their dreams.

Lead Artist/Fabricator | Flaming Lotus Girls | 2005 - current
Designed and built large-scale interactive fire sculptures, organized and arranged exhibitions in the Bay Area, Europe, and Australia.

Artist | "Somalone" interactive video installation, Yerba Buena Center for the Arts | 2011
Designed and installed three custom screens for viewers to examine their participation in the image.

AWARDS

Experimental Film Award | "corpo organico," Apature Film Festival, San Francisco | 2006
Grant Recipient | National Parks Service, 2007 | Fleishacker Small Arts Grant, 2012
Burning Man Arts Grants, 2005 - 2010

EDUCATION

Multimedia Certificate | BAVC, San Francisco, CA | 2013
BA in Film and Digital Media Production | University of California, Santa Cruz, CA | 2003
BA in Art History of the Sub-Continent | Islamabad College for Girls, Islamabad, Pakistan | 1999

LANGUAGES

Fluent in English, Farsi and Urdu. Conversational in German. Some Spanish.