

# MICHELLE PINEDA

## SENIOR INTEGRATED PRODUCER

Los Angeles, CA

### HELLO, THERE

I'm an enthusiastic and results-driven Senior Integrated Producer with over 10 years of leadership in digital, experiential, brand creative, and field marketing. I excel at uniting diverse teams and adeptly steering projects from inception to execution, ensuring quality and timeliness.

### EXPERIENCE

#### SENIOR CREATIVE PRODUCER

Conscious Minds Studios  
MAR 2021 - Present

#### SENIOR PROJECT MANAGER

Secret Weapon Marketing  
OCT 2020 - MAR 2021

#### SENIOR PRODUCER, FREELANCE

Jozi Creative  
MAY 2020 - OCT 2020

#### SENIOR INTEGRATED PRODUCER

Archival  
JUN 2016 - MAR 2020

#### PROJECT MANAGER

Pinnacle Bank  
SEP 2015 - JUN 2016

#### PROJECT MANAGER

Firespring  
AUG 2013 - SEP 2015

### CORE SKILLS

#### Operations //

Proficient in defining and orchestrating end-to-end creative campaigns at a national and global scale, including SOWs, key milestones, KPIs and deliverables, resource allocation, asset planning and budget management from \$50K to \$2M+.

Capable of managing diverse concurrent work streams, including digital and editorial production, organic and paid social, brand campaigns, and experiential marketing.

Proven track record of making strategic and operational contributions, optimizing systems, processes, and workflows for creative and production operations.

#### Leadership //

Experienced client liaison and project leader, partnering with key stakeholders and managing direct and indirect teams of 20+ people across creative, strategy, production, post-production and paid media.

Skilled in communicating project health and risks to executive leadership, gaining strategic alignment.

#### Cross-functional Communication //

Demonstrated leadership in managing cross-functional communications and workflows, supporting changes in operational processes and aligning teams with a strategic vision, resulting in increased efficiencies.

Efficient collaboration with adjacent teams and project stakeholders to manage budgets, timelines and deliveries.

### CLIENTS



## PROJECT HIGHLIGHTS

### Nike Australia // Next Decade of Sport

Victory is not everything, but anything can be a victory. For World Cup '23, Nike invited the young aspiring athletes\* to express their version of victory fearlessly.

- + \$1.1MM budget, 94+ assets: films, key visuals, radio spots, GIFs and a custom typeface – used across CTV, OOH, radio, Nike.com, Nike app and organic + paid media across priority social platforms

### Nike // Reimagine Signature

A global campaign focused on Nike's four Signature female athletes (Megan Rapinoe, Serena Williams, Naomi Osaka, Sabrina Ionescu), featuring each of their curated product collections launching in 2023.

- + \$1.3MM budget, 250+ assets including films, key visuals and GIFs used across retail, OOH, Nike.com, Nike app and organic + paid media across priority social platforms

### Nike x JD Sports // Makers Program

Launched the first-ever Nike x JD Sports Makers Program featuring a community of diverse makers and unique voices creating impactful content on TikTok + Instagram.

- + JD Sports saw a 900% increase in views of the Need It Now page on jdsports.com, 100% rise in conversions, 83M+ total views, 1.8M+ minutes of total watch time and 2.5M+ likes.
- + \$4MM budget, 57 creators, 88 videos to date

### Nike // 365 Studio Digital Campaigns

Seasonal editorial content featured on Nike.com, Nike app, paid + organic social and at retail.

- + **Womens: Do More You** // A global wellness series focused on real, everyday women as they navigate their own journeys of fitness and mindfulness.  
2 seasons, 13 influencers, organic + paid media across priority social platforms
- + **Air Shop** // A global sneaker series seeking to accelerate the future of sneaker culture by connecting with a new generation of sneaker rookies and enabling them to build it from the ground up.  
3 seasons, 9 influencers, organic + paid media across priority social platforms

### Hollister Collective // Brand Ambassador Program

High school field marketing team focused on promoting brand love via IRL interactions and social engagement. Owned execution of yearly in-person training (HCON) and monthly brand activations.

- + \$3.5MM budget, 60 brand agents, 300+ micro influencers, 4 strategic markets

### adidas x Amazon // Girls on the Run 5K

Elevated race village activities at four 5K races across the country - collective coloring mural, shoe customization station, influencer-led warmup, finish line photo backdrops and race content.

- + \$820K budget, 6500+ runners, 3500+ fans, 6500+ swag bags seeded

### Tinder // House of Tinder U

Two parties, one venue, one epic night. Combined epic party elements with local moments to give students at traditionally conservative Southern schools a party they'd never forget.

- + \$600K budget, 4 universities, 2700+ party goers