

**CAT CHIANG**

**cat@catchiang.com**

**Producer Lead (promoted from Producer in July 2022)**

**Makers**

**Los Angeles, CA**

**May 2021-present**

- Produce experiential marketing activations and immersive events from conception through execution
- Produce / Post-produce motion and stills shoots
- Assist EPs with project intake and creative / production approach ideation, creating budgets, timelines and pitch decks, followed by resourcing and overseeing Producers responsible for day-to-day execution
- Manage cluster of Producers by providing project support and career mentorship, as well as conducting reviews and recommending promotions

**Freelance Producer**

**Silver Lake, CA**

**July 2017-May 2021**

• Examples of work:

- Mortal Kombat 11 Greenscreen Photobooth (Onsite Producer) - <https://www.glasseyeinc.com/myportfolio/mortal-kombat-11/>
- ATT Codes of Culture Day LA (Co-Producer)
  - 2:13p in the (213) - Lauren Halsey gallery popup: <https://player.vimeo.com/video/381535708>
  - 3:10p in the (310) - Buddy listening party: <https://player.vimeo.com/video/373492323>
  - 3:23p in the (323) - Bella Dona merch drop: <https://player.vimeo.com/video/381534757>
  - 6:26p in the (626) - Fung Brothers movie premiere: <https://player.vimeo.com/video/381535192>
- Hello Future (Logistics Producer): <https://www.lapromisefund.org/hello-future/>

**Lead Experiential Producer (promoted from Experiential + Interactive Producer in February 2016)**

**The Uprising Creative**

**Silver Lake, CA**

**April 2014-June 2017**

- Produced experiential marketing activations from conception through execution
- Assisted in production of integrated marketing materials including websites, commercials and other content
  - Examples of work:
    - Hearthstone "One Night in Karazhan" - <http://www.eventmarketer.com/article/hearthstone-one-night-in-karazhan/>
    - Jordan Spieth "Golf Ball Mosaic" - <http://www.adweek.com/agencyspy/bbdo-new-york-used-24152-golf-balls-to-create-a-jordan-spieth-mosaic-for-att/96773>
    - Call of Duty: Black Ops 3 Zombies "Escape Room Challenge" - <http://uproxx.com/gammasquad/call-of-duty-black-ops-iii-zombies-comes-to-life-at-sdcc/>

**Freelance Producer**

**NYC + LDN**

**October 2009-March 2014**

- Developed and managed international interactive and experiential marketing campaigns from conception through execution for various feature films and television shows including Thor, Super 8, Mission Impossible, Fringe, Cloud Atlas and The Internship
- Developed and managed interactive and experiential marketing campaigns from conception through execution for various brands including American Express, Capcom, Delta, HBO, Motorola, MTV, Nickelodeon, Random House and USA Networks

**Interactive Producer**

**Paramount Pictures**

**Hollywood, CA**

**February 2007-August 2009**

- Developed and managed interactive and experiential marketing campaigns from conception through execution for feature films including Transformers, Cloverfield, Iron Man, Tropic Thunder, The Curious Case of Benjamin Button and I Love You, Man
- Managed production of websites and flash and rich media online banners, as well as collateral for promotional use
- Assisted in production of multimedia marketing materials including commercials, mockumentaries and webisodes
- Produced content updates for official Paramount Pictures website and Facebook fan page
- Maintained communication and built relationships with fans via online communities
- Coordinated with the Research Department to implement Google Analytics and search engine optimization code on websites, gather statistics, produce analysis and make recommendations to increase website traffic and optimize overall site experience for fans
- Created and maintained weekly updates outlining progress on current campaigns and constructed post-mortem reports at the completion of each campaign highlighting key learnings and takeaways to implement on future campaigns

**Marketing Manager**

**Veoh Networks**

**Los Angeles, CA**

**October 2006-February 2007**

- Developed and managed interactive and viral marketing initiatives from conception through execution
- Managed production of collateral for promotional use
- Collected, organized and maintained press releases and media coverage for placement on website
- Maintained communication and built relationships with members via online communities
- Coordinated with the Research Department to gather consumer insight and produce quantitative and qualitative analysis for the Marketing Department
- Created and maintained weekly updates for the Marketing Department and constructed bi-monthly reports outlining progress made via online outreach to members

**Senior Project Manager / Entertainment & Lifestyle (promoted from Project Manager in April 2005)**

**StreetWise Concepts & Culture**

**Los Angeles, CA**

**September 2004-October 2006**

- Managed guerrilla marketing campaigns for entertainment properties including 20th Century Fox, Lions Gate Entertainment, New Line Cinema, Paramount Pictures, Sony Pictures, Walt Disney Pictures and ABC
- Managed production of collateral, Team collateral mailings and peer-to-peer distribution
- Produced content updates for StreetWise Team pages, website and newsletter
- Maintained communication and built relationships with client Teams through surveys, message boards, emails and phone calls
- Coordinated with the Research Department to gather consumer insight, produce quantitative and qualitative analysis and make strong recommendations to client
- Created and maintained weekly client updates and constructed final reports at the completion of each campaign

**EDUCATION:** University of California, Los Angeles, CA: BS Economics – March 2003  
UCLA Extension, Los Angeles, CA: Marketing Entertainment: Strategies for the Global Marketplace – Fall 2004

**REFERENCES AVAILABLE UPON REQUEST**