

JENNIFER HEFFERNAN BROWN

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San Francisco | CA

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EXEC PRODUCER | PROGRAM MANAGER

Leader of creatives, strategists, and producers. Excellent with budgets, systems, and keeping folks excited through complexity. Brands include Levi's, Eventbrite, Strava, Dropbox, Allbirds, Stitch Fix and Imperfect Foods. Scope of experiences ranges from integrated campaigns to content production, virtual events, IRL event series, and global research + visual design projects.

- 360, Integrated Campaigns
- Virtual + IRL Content Production
- Social Media Content
- Events and Event Series
- Online Summits or Virtual Events
- Budget Management of \$2M+ Campaigns
- Client Management & Relationship Building
- Oversight of Multi-phase, Complex Projects
- Guiding Strategic/Creative Concepts to Scope
- Interdepartmental and stakeholder liaison

EXPERIENCE

EVENTBRITE | San Francisco, CA | 2023

Sr. Program Manager

Retained at the close of Imprint Projects to continue running one of Eventbrite's largest projects: a multi-stream, integrated program called RECONVEVE, centered on making Eventbrite's creators more successful on the platform.

- Consulted the Director of Community through the continuation of RECONVENE, including drafting team architecture, hiring and onboarding, and coordinating the launch of five intertwined workstreams across 2023, on time despite losing agency support.
- Leveraged skillful communication across multiple departments and stakeholders to make strategic decisions, appropriately prioritize, and launch incredible work on time, and within budget. Specifically worked closely with in-house brand studio to traffic control deliverables/asks in good partnership.
- Act as the lead producer across the project to bring expertise around social launches, celebrity talent management, content capture, streaming video series, IRL experiential tentpole moments, VIP campaigns, and more.

IMPRINT PROJECTS | San Francisco, CA | 2021-2022

Executive Producer

Imprint Projects was a post-advertising creative agency, that aimed to replace traditional advertising with cultural production and dialogue. My role as an executive producer was to oversee multiple clients, projects and teams to execute excellent work while leading and inspiring a team of producers. Projects ranged from \$500k - \$2M:

- Built and strengthen relationships with key clients, while stewarding the integrity of projects from inception to execution, with an eye for project profitability.
- Assisted in the recruitment, onboarding, management, and relationship-building of freelancers and employees, contractors, and vendors.
- Collaborated with HoP and COO to identify + create tools and procedures that increased productivity, collaboration, and bottom line margin.

IMPRINT PROJECTS | San Francisco, CA | 2019-2021

Senior Producer

Acted as the day-to-day lead for project teams creating strategic, creative, and efficient programs for clients. Role encompassed account management, project management, and production. Projects ranged from \$100k - \$600k:

- Acted as a co-lead on projects, collaborating with Strategy and Creative Leads. Supported in the hiring of freelancers, and managed vendors to make concepts a reality.
- Worked with Executive Producers to manage week-over-week agency resourcing and staffing needs, aligning to the overall project budget.
- Responsible for creating, executing, and actualizing budgets on assigned projects.

PRIMD MARKETING | San Francisco, CA | 2014-2018

Co-Founder, Creative Producer, and Project Manager

PRIMD Marketing was a brand strategy + creative studio that helped B2B Brands craft a clear, coherent brand presence, designed to resonate with target customers. Areas of expertise included comprehensive brand strategies and messaging.

- Launched company as a freelancer with one business partner, and grew to a team of 5+, supporting over 80+ B2B Brands over the company's life cycle
- Acted as account lead, hiring and managing teams of writers, designers, SEO experts, project managers, and social media strategists.

HUSTLES & HOBBIES:

- **Masters of Fine Art in Writing, University of San Francisco** | 2013-2015
 - I went back to school in 2013 to pursue my love of nonfiction prose. Aside from honing my artistic craft, I find my ability to write makes me a clearer thinker, and a better leader.
- **Host, Type A Creative Podcast** | 2015-2018
 - Following my MFA, I launched a podcast called "The Type A Creative," where I interviewed over 50 artists, investigating folks who embody the intersection of the left-brained strategist and right-brained creative.