

KATHERINE SOFFIA

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PROFESSIONAL SUMMARY

Resourceful and result-driven Production and Project Management expert with over 13+ years of extensive hands-on experience leveraging strong entrepreneurial mindset and demonstrated ability to define goals and initiatives; Well-versed in identifying processes and driving projects to improve experience in collaboration with creative, technical, business and operational teams; Highly proficient at interfacing between cross-functional departments and leading new. Effectively plan, control and monitor key performance indicators while maintaining strong communication and ensuring high quality; Equipped with track record of delivering projects within scope, time, budget and quality.

HIGHLIGHTS

- Project management
- Adept multitasking
- Budgeting & cost reduction
- Strong influencing skills
- Interpersonal communications
- Process improvement
- Performance driven
- Highly innovative
- Analytical/ innovative thinking
- Solution-driven
- Quality assurance
- Effective time management
- Decision making
- Adaptive and strategic
- Teamwork/independent

PROFESSIONAL EXPERIENCE

Sales & Business Development Manager / Production Manager

Mediapro (formerly Imagina US), Miami, Florida

5/17 – 9/19

- Oversee management of full-service production, post production facility and production services company
- Arranged business development meetings with prospective clients
- Consistently render the best audiovisual one-stop-shop, covering all clients' production, postproduction, technical and commercial needs
- Increase studios and production house visibility and generate new revenue

Production & Development Manager

Televisa International / CIC Media, Doral, Florida

5/16 – 3/17

- Ensured that project objectives were attained on time and within budget
- Executed the production and development of entertainment, fiction and reality formats
- Distributed and localized formats in LATAM for Televisa International

Branded Entertainment Producer

NBC Universal / Telemundo, Miami, Florida

5/15 – 5/16

- Took leadership of larger long-term projects outside the scope of routine
- Successfully liaised between ideation team and production elements to create fresh, vibrant on-air executions for a wide range of clients

Producer/Production Manager

ShowMobile, LLC, Miami Beach & Los Angeles

5/14 – 5/15

- Efficiently developed ShowMobile, an innovative pioneer in trans media storytelling and technology
- Advanced ShowMobile's powerful, intuitive Content Management System to enable trans media storytelling for the mobile-first generation by making complex orchestrations of multi-platform content as easy as scheduling meetings with iCal or Outlook
- Created a free ShowMobile iOS and Android apps centralizing user experiences in a single intuitive feed
- Clients included pop star Austin Mahone and Radio Disney

Production Manager

Viacom Media Networks

Tr3s MTV "Quiero Mi Boda", "Quiero Mis Quinces" and "Quiero Mi Baby", Miami Beach, FL

8/10 – 4/14

- Executed the production and development of entertainment reality formats for the Tr3s network consisting of 3 on-air at same time reality/documentary style shows.
- Managed episodic show coordination from conception to completion
- Responsible for all labor contracts, legal documentation, cast and crew paperwork, travel, permits and assisted the Unit Manager assigned to each episode on field.

Associate Producer / Multimedia & eCommerce Specialist

WPBT2 / PBS, Aventura, FL

10/09 – 8/10

- Production of "Imagining A New Florida" documentary set to air May 2010
- Coordinated hotels, air travel, film permits, and all other field production needs pertaining to shoot
- Administered all administrative duties for executive producer, as well as for on-location and out of town shoots

- Oversaw the production of both local and domestic TV and radio spots
- Spearheaded logistics, including rates negotiation, bookings of crew and maintaining of production calendar

Field Associate Producer

Granada Entertainment– Division of A & E Network, Miami, FL

9/08 – 5/09

- Managed field producer's/shooters team at a location in Miami, Florida
- Managed all legalities, releases, and location contacts as well as all NOK items pertaining to each case
- Executed the management of logistics for field production, including national searches of ENG crews, negotiation of rates, booking, and reception of all generated materials
- Liaised between corporate office and local City of Miami Police station – Homicide Division

Marketing / Event Manager – International Division

Telemundo International, New York, NY & Coral Gables

5/08 – 9/08

- Provided strategic creative direction at various stages of development
- Developed innovative marketing plans for telenovela launches, as well as online media campaigns, e-marketing initiatives, talent interviews, and international promotional trips
- Efficiently managed production timetables for marketing campaigns while managing the successful and timely integration of advertising plans with marketing partners and media outlets
- Coordinated the creative and production process with advertising agencies and in-house creative resources

Ad Sales Production (Contractor)

Discovery Networks, Latin America, Miami, FL

4/07 – 4/08

- Efficiently managed production budget and personnel
- Established and oversaw all relationships with external vendors and direct clients, managing, and coordinating the integration of all monetized product placement content
- Served as direct liaison between programming and research department to ensure that both audio and visual production elements were produced and delivered on time, per regional needs
- Coordinated and oversaw the execution and delivery of all requests for proposals, productions briefs, and media kits for Latin America region

Event Production Manager (Contractor)

Zeal TV, USA, New York, NY & Miami Beach

2/06 – 3/07

- Diligently negotiated and managed superb vendor relationships, ensuring quality materials for lower costs and controlled the master budget to ensure requirements were met and surpassed
- Oversaw logistics, including national bookings of U.S. crews, maintained production calendar, negotiated rates and followed-up until all materials were received in-house
- Coordinated hotels, air travel, film permits, and all other field production needs

Event Manager (Contractor)

Barton G, Miami, FL

9/05 – 2/06

- Oversaw the event budget and ensured client requirements were met and surpassed
- Managed large indoor/outdoor productions, arena events, live programming, and event crews in the U.S. and Latin America
- Executed the logistics and coordination of corporate events as assigned by sales department
- Managed events from conception to completion and negotiated superb vendor relationships to ensure quality materials for lower costs

Line Producer/Production Manager (Contractor)

Emilio Estefan Enterprises / Television, Miami Beach, FL

1/04 – 5/05

- Rendered redefined assistance to line producers, allotted air time, and decided what stories aired on “Nuevas Voces De America” televised February through May of 2005
- Regularized timeline of show in accordance with rundown of weekly taping of live show
- Administered all administrative duties for director and producers, as well as for on-location and out of town shoots
- Coordinated the production both local and domestic TV and radio spots

Event Operations Manager

Pro Player Stadium, Davie, FL

4/04 – 1/04

- Executed the logistics and coordination of operations for stadium events as assigned by upper management
- Oversaw specific set-up of personnel crew and attained administrative event goals for stadium bookings
- Served as a liaison between the Miami Dolphins Organization and the Florida Marlins Organization at a managerial administrative level

Production Manager - “Caliente” and “Control” TV Shows

Univision Network, Miami, FL

9/99 – 3/04

- Oversaw and efficiently managed all areas of event production from conception to completion
- Coordinated and booked all travel arrangements for staff, camera and crew while acting as liaison between shows and network operations department
- Planned, coordinated, and assisted in pre-production of various stories of “Control” as well as “Caliente”

REFERENCES