

CONTACT ME

+1 (786)868-9438

catherin.reese@gmail.com

linkedin.com/in/catherin-reese

https://vimeo.com/catherinreese

https://www.catherinreese.com/

EDUCATION

2012-2018

**BACHELOR OF ARTS IN COMMUNICATION**

Major in Audiovisual Production

Major in Organizational Communication

Pontificia Universidad Javeriana

Bogotá - Colombia

CERTIFICATES

2024

**PROJECT MANAGEMENT FOUNDATIONS**

National Association of State Board of Accountancy (NASBA)

Project Management Institute (PMI)

2024

**CREATING A KEYNOTE PRESENTATION**

National Association of State Board of Accountancy (NASBA)

2024

**FIGMA ESSENTIAL TRAINING: THE BASICS**

LinkedIn Learning

SKILLS

Budget & Resource Management

Consumer-Centric Campaigns

Cross-Functional Collaboration

Brand Campaign Execution

Operational Excellence

Stakeholder Alignment

KPI-Driven Execution

Integrated Marketing

Adobe Creative Suite

Google Workspace

Bilingual (EN/ES)

Microsoft 365

Keynote

Airtable

Figma

CATHERIN REESE

Experienced bilingual (English/Spanish) audiovisual and digital producer with over a decade of experience leading high-impact, cross-functional campaigns across sports, lifestyle, and brand platforms. Proven success in strategic brand planning, operational excellence, and integrated marketing execution for top-tier brands like Nike. Skilled in end-to-end project lifecycle management, stakeholder alignment, and data-driven decision-making to elevate consumer engagement and business outcomes.

WORK EXPERIENCE

**SENIOR PRODUCER - DIGITAL PRODUCER**

Thesis - Nike 2022 - Now

*Drive end-to-end digital production processes and creative execution across Nike's digital platforms, ensuring timely delivery of high-quality assets while maintaining brand standards and operational excellence.*

- Digital Production Management: Managed production workflow for over 29 seasonal digital campaigns, partnering with creative, marketing, and integrated media teams to deliver assets across Nike-owned platforms.
- Project Execution & Timeline Management: Achieved 95% on-time delivery rate through effective resource planning and proactive obstacle removal, while reducing budget overruns by 20% through careful scope management.
- Process Optimization & Efficiency: Improved project delivery efficiency by 15% by implementing standardized workflows and establishing clear communication protocols between creative, production, and digital teams.
- Cross-Functional Collaboration: Facilitated seamless coordination between brand, creative, and production teams to ensure work delivered meets creative brief requirements and digital platform specifications.

**FBA SELLER**

Amazon 2020 - 2022

*Built and scaled a DTC brand from the ground up, managing integrated e-commerce, operations, and marketing strategy.*

- Revenue Growth: Increased sales by 75% in two years through market analysis and targeted marketing.
- Supply Chain Management: Reduced stockouts by 20% with optimized inventory and supplier negotiations.
- Data-Driven Decisions: Utilized Asinzen, JungleScout, and Keepa for sales tracking and strategic decision-making.

**DIRECTOR OF THE EXPERIENCE CENTER**

Alpina - Creative Emotion 2019 - 2020

*Led branded experience operations and strategic communications for one of Colombia's largest food and beverage brands.*

- Process Documentation & Optimization: Created comprehensive production playbooks and standardized workflows, resulting in improved operational efficiency and consistent brand experience delivery.
- Quality Control & Metrics: Implemented measurement systems to track experience performance, achieving 94% visitor satisfaction through rigorous quality standards and continuous optimization.
- Team Leadership & Process Innovation: Trained and mentored a cross-functional team of five specialists, implementing innovative production methodologies that enhanced both operational efficiency and creative output quality.

**DIGITAL CONTENT PRODUCER**

Emporia: Communication Strategists 2018 - 2019

*Produced and managed multimedia campaigns to support strategic marketing initiatives.*

- Cross-Platform Content Production: Produced content for apps, websites, and social media as part of multi-channel marketing efforts targeting high-engagement growth.
- Social Media Growth: Increased monthly engagements by 10,000 across all channels, amplifying brand reach and interaction.
- Stakeholder Collaboration: Facilitated alignment between creative, strategy, and client teams through effective communication and project management protocols.
- Project Documentation & Analytics: Developed comprehensive case studies and production documentation, tracking KPIs and optimizing workflows to enhance campaign performance and team efficiency.