

TEMITAYO O. OLA

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Portfolio: www.tayoola.com

- A proven track record for producing result-driven storytelling campaigns and branded content.
- A strategic and innovative thinker with an eye for design and details, understanding user-generated content, project management, and branded content for digital marketing and social media platforms.
- Passionate about creating and collaborating with a team that develops meaningful content and campaigns that diverse groups of people can relate to.
- Expert on developing and leading a campaign from creative ideation to delivery.

PROFESSIONAL EXPERIENCE

HBO MAX | Los Angeles, CA - Producer, Design Management *June 2021 - Present*

In my current role as a producer for HBO Max performance & engagement design team, I oversee the day-to-day creative approval process for all short preview hero videos. This includes working regularly and collaborating with various creative and marketing teams across WBD, tracking hero video usage across our platform and seeing potential opportunities to further the curation experience on HBO Max. My role plays a key to furthering the creativity, user engagement, experience and storytelling for HBO Max.

- Producing series/film preview video assets to be included on HBO Max.
- Providing creative feedback and approval to partners delivering video assets. QC'ing videos ensure they meet our on-platform, dotcom and in-app design standards and best practices.
- Giving creative and design best practice feedback on KeyArt and episodic images before launch dates.
- Establishing ongoing cross-functional relationships with internal partners (Max Originals, Warner Brothers, Cartoon Network, HBO Originals, HBO LATAM, APAC, EMEA, Discovery+, CNN), and various internal partners.

Buzzfeed | Los Angeles, CA – Branded Creative Producer *Sept 2018 – May 2021*

Produced branded and editorial video campaigns (long/short form) for Tasty's YouTube, Instagram, Facebook, and Pinterest accounts. This includes managing projects through the entire production lifecycle: ideating, planning, production, and delivery; writing each project outline, analyzing key metrics to identify what does and doesn't do well with the audience, and working closely with various internal teams to bring the creative vision to life for each video.

Clients I worked with ranged from various industries; Dunkin Donuts, Perrier, Cadbury, Smuckers, Prego, LG, Starburst, McCormick, etc.

- **PRE PRODUCTION:** Wrote and developed what each campaign objectives and concepts were. Communicated with each client and internal teams on the creative vision

and strategy that fits within both Tasty's and client's overall brand goals.

- **PRODUCTION:** On set creative director; led the production team to ensure the overall creative vision and campaign objectives were executed. Managed relationship/feedback with onsite clients.
- **POST PRODUCTION:** Guide execution during post-production, briefing editors (internal) on the concept and providing feedback along the way before delivering.

Light Switch Digital | Los Angeles, CA – Creative Consultant *March 2018 – Sept 2018*

As a creative consultant for the agency, I helped conceptualize social marketing campaigns and the execution for social platforms for various artists and clients. Worked closely with the creative director to help design and produce creative and high-impact digital content.

Doner LA | Los Angeles, CA – Creative Producer (contractor) *January 2017 – January 2018*

Led social media campaigns from ideation all the way to deliverables for Coors Light LATAM, Caribbean, and Australia social accounts. This includes developing the monthly creative outline, concepts for social execution on each platform, producing/managing all creative assets, and working closely with client, strategy, and account services to bring each execution to life.

Other clients I've worked with: Molson Canadian, Blue Moon, and Mopar.

- Worked independently and in partnership with the Creative Director, Copywriter to concept and develop creative content – Video, Photography, Design, and Motion Graphics. **Results:** an increase of impressions, video views and engagement across specific LATAM and Caribbean markets.
- Managed projects through the entire production lifecycle: creative, production (pre/post), and delivery.
- Analyzed performance metrics to identify areas of improvement and make data-driven decisions to optimize new creative content.

Kenneth Cole Productions | New York, NY – Lead Content Editor *March 2016 – Sept 2016*

Led the social team to help define the new vision, creative art direction, brand tone, and strategy for Kenneth Cole's brand social media accounts. This includes managing the creative cycle from ideating to delivery, writing an overall campaign outline with execution, developing a monthly social calendar, working with talent agencies to identify key influencers to partner with, and producing monthly content assets.

- Produced and created various multi-purpose digital assets. **Results:** 60% increase in social media engagement, reach, impression, online sales, and brand awareness.
- Worked closely with the internal teams of creatives, directors, strategy and designers to develop the company's monthly social execution and campaigns for particular products.
- Analyzed key metrics and insights to help develop creative content that met with monthly

- and quarterly marketing goals.
- Moved to Los Angeles.

Heed Magazine | New York, NY – Content Creator *April 2015 – February 2016*

- Produced online and printed content for a pop culture media outlet.
- Talents I've previously worked with: Yara Shahidi, Lance Gross, Joseph Sikora, Romeo Miller, etc.
- Worked with senior editors by pitching creative ideas in order to grow audience reach.
- Executed photoshoots and edited all video and photo assets during post using Adobe Premier.

Media Storm, LLC | New York, NY – Social Media Research Analyst (Freelance) *August 2013 – April 2014*

- I was responsible for researching and tracking social mentions and engagement across all social media outlets for various shows on FOX and theatrical releases. The results were then reported to leadership that helped develop key strategy and engaging content for social media activations and campaigns.

PRODUCTION AND TECHNICAL SKILLS

Monday, Basecamp, Frame.io, Keynote, Excel, Microsoft Word, Doc, Powerpoint, Google Drive, and Dropbox.

Adobe Creative Suite: Photoshop, Lightroom, Premiere, InDesign, After Effects

Photography

Cinematography: Directing, Filming, Editing and Managing Media

Social Media: TikTok, Instagram, YouTube, Snapchat, Facebook, Pinterest, WordPress

EDUCATION Bachelor of Science, Finance, Kean University, Union, NJ

PROFESSIONAL CERTIFICATION Certified Google Adwords Professional/Partner

LANGUAGES: English (Fluent), Yoruba (Fluent)