

PATRICIA CHILDRESS

Emmy ® Award-Winning Creative Producer | Media Strategist | Branded Content

An Emmy-winning creative content producer, creative director project manager, specializing in hybrid formats and short-form branded content across all platforms, optimizing exposure & awareness, talent retention and stakeholder input. Deep experience with global brands, media companies, and nonprofits.

SELECTED EXPERIENCE

MR. TING PRODUCTIONS CREATIVE AGENCY – Los Angeles, CA

2022 – Current

Executive Producer | Creative Director | Development Specialist

Content Development | Cross-Media Concepts | Brand Strategy Consultant | Engagement Strategist

Curating campaigns and projects for various media businesses, focusing on non-profits and charity organizations in 2024 • Developing unscripted lifestyle, game and talk formats for various networks, companies, and platforms • Original content development • Social media strategist, spotlighting TikTok • Senior Project Manager • Specializing in deck formats and sales sizzles

Performance Highlights:

- ✓ **End-to-end bespoke Event Campaign Curator for A/V components for nonprofit NCEF (Naples Children and Education Foundation.)**
- ✓ **End-to-end bespoke Event Campaign Curator for A/V components for Vida Valiente Foundation, which raised donation markers by 32% in 2024**

MOTORCADE MEDIA – Los Angeles, CA

2023

Executive Producer Podcast | Marketing Manager | Social Media Strategist

Content Development | Brand Strategy Consultant | Engagement Strategist

Produced weekly hit podcast, Skiptown All-Stars, which also included SEO YouTube, TikTok, and Google Ads • end-to-end bespoke media burst campaigns and stunts

Performance Highlights:

- ✓ **Drove YouTube growth from 150 subs to 5K** [Skiptown All-Stars link](#)
- ✓ **Spearheaded A-list talent relations & trade-outs**

META/JCE – Los Angeles, CA

2021

Co-Executive Producer – Face to Face with Becky G.

Exceptional Story Telling | Creative Management | Focus on Post-production

Spearheaded creative roadmap for limited-run Facebook Watch variety talk show • Collaborated with executives, writers and producers on outlines, scripts and taping to produce compelling and diversified content • Lock-step liaison with creative marketing campaigns • Created and implemented systems improving production and post workflow • Cultivated and fostered team creativity • Established creative look for series

Performance Highlights:

- ✓ **Created post-production workflow, increasing productivity by 30%**
- ✓ **Met aggressive delivery schedule on time and under budget**

QUIBI – Los Angeles, CA

2019 - 2020

Co-Executive Producer – Sexology

Creative Strategy and Planning | Team Management | Media Planning | Post-production Supervision

Oversaw production, staff and studio operation, and post production for variety talk show on premiere streaming platform • Championed the transition from physical post operations to remote editing and increased productivity • Negotiated deals and contracts for supplemental editing material, resulting in additional savings • Established creative look for the series

Performance Highlights:

- ✓ Responsible for shaping pilot episodes, which garnered an immediate 130-episode greenlight
- ✓ Spearheaded aggressive delivery schedule
- ✓ Created bespoke work-flow systems to keep show running during the pandemic

FOX / CBS-TVD – Los Angeles, CA

2018 - 2019

Co-Executive Producer – Breakthrough

Creative Strategy and Planning | Team Management | Post-production Supervision

Oversaw production, with a focus on post production • Spearheaded creative and look of the show • Responsible for quick editorial turnarounds • Fostered team creativity and maximized creative performance of producers and editors

FACEBOOK/B-17 – Los Angeles, CA

2017 – 2018

Senior Supervising Producer – Make Up or Break Up

Content Development | Casting | Team Management | Post-production Supervision

Supervised production and post production for a live interactive dating show for Facebook Watch • Responsible for look of show and tape packages • Created workflow systems, which improved productivity in edit

CAREER HIGHLIGHTS EXPERIENCE

- Launched some of the most successful daytime talk shows like **Dr. Phil**, **Tyra**, and **The Talk**.
- Created and produced one of the first high-end digital series on YouTube, **Fa-fa-fa Fashion** starring Tyra Banks and Andre Leon Tally.
- Shaped and executed the pilot for **Undercover Cupid**, a hidden camera dating show where teens choose their parent's dates. Launched in 2014 and still on the air.
- Over a decade of experience in branded entertainment, working with brands such as Ford, WB, CW, Beiersdorf Global AG, and Unilever, and consulting for Paramount, NBCUniversal, Fox and ABC/Disney.

AREAS OF EXPERTISE

Content Creation • Incubation through Post Production with deep focus on design (Canva, InDesign)
Team Management & Cross-Functional Leadership • Certified Project Manager, MOS, WP and SEO
Social Media Strategy with focus on **TikTok**, FB, Instagram and YouTube
TV shows and digital campaigns • **Award-winning copywriting** and scripts,
Selecting key staff and team management • Relationships with hundreds of vendors
Field directing and shooting with over 1500 shoots logged
Post Production Ninja: Avid and **Adobe Creative Suite**, Editor on Premiere

PORTFOLIO - patriciachildress.com/works/