

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

Known for crafting compelling campaigns, organizing high-impact events, and managing large-scale media projects from concept to execution for various Fortune 500 companies, including Meta, Google, and Unilever • Developing unscripted stories for various networks, companies, and platforms • Original content development • Social media strategist, spotlighting TikTok and YouTube • Senior Project Manager • Specializing in deck formats and white papers. Clients include Wallace Skin and Beauty, Brand Varietal, and leading nonprofit agencies.

Performance Highlights:

- ✓ **End-to-end bespoke Event Campaign Curator for A/V components for nonprofit NCEF**
- ✓ **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 across all major platforms • Created educational and entertainment content tailored for diverse, multigenerational audiences • Managed social media accounts, community interaction, and media rollouts with an emphasis on accessibility and inclusivity

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

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