

# Kenia Calderon

www.keniacalderon.com | keniapcalderon@gmail.com | (310) 663-3745

## Production

10+ years producing TV, digital and social spots for national brands such as Acura, Amazon and Skechers.

## Creative

Worked on design/creative teams molding and shaping concepts from brief to final deliverables.

## Management

Managing in-house post-production facility including capacity planning, budgeting and forecasting.

## Technology

### Project Tracking:

Slack, Jira, Smart Sheets, Google Docs, monday.com

### Concepts/Wireframing:

Balsamiq, Photoshop

### Creative Workflows:

After Effects, Cinema 4D, DaVinci Resolve, Adobe Premiere

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## SENIOR INTEGRATED PRODUCER

2012-2020

Siltanen & Partners Advertising

*El Segundo, CA*

- Principal agency producer driving all aspects of broadcast and content production.
- Lead producer for Skechers “*Easy Life*” (feat. Tony Romo) airing on Super Bowl LIII.
- Co-executive producer for Coldwell Banker’s national spot “*Guiding You Home*” which recently won ADWEEK’s *Ad of the Day* in March 2020.
- Worked in stealth mode with Amazon executives to produce spots launching both the Amazon *Fire Phone* as well as the “mayday” feature on the Amazon Kindle.
- Lead producer and co-creative on a series of animated digital campaigns for Coldwell Banker and Wine.com deployed to Facebook, Instagram and Twitter.
- Managed the budgets, schedule and all assets for “*City of Angels*” (in-house post-production facility) with a staff of Editors/Assistant Editors and Finishing/Motion Graphics/VFX Artists.
- Part of the core team helping Skechers footwear achieve record sales metrics (\$1B to \$6B) as well as improved brand perception and awareness.
- Produced new business materials: rip-o-matics, sizzle reels, EPKs that successfully added Amazon, VTech and Brandman University to the agency’s roster.

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## BROADCAST PRODUCER

2001-2008

RPA (Rubin Postaer & Associates)

*Santa Monica, CA*

- Lead producer for all national Acura television and radio spots.
- Produced 30+ national films and launched 3 new car models (MDX, RDX and TSX).

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## BROADCAST PRODUCER (CONT)

2001-2008

RPA (Rubin Postaer & Associates)

*Santa Monica, CA*

- Routinely managed budgets exceeding \$1,000,000 overseeing all stages of production and post-production from storyboards, budgets, schedules to final delivery.
- Supervised all off-line editing, telecine, online/finishing, VFX, music licensing, mixing and final deliverables.
- Produced all radio spots for Honda, Acura, BlueCross/BlueShield and Arco/ampm.
- Winner of "Spot of the Month" for best radio production for BlueCross/Blue Shield as determined by the Southern California Broadcasters Association.

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## INTEGRATED PRODUCER

2009-2012

Moxbrain Interactive

*Palo Alto, CA*

- Moxbrain was an Internet startup building online social learning games.
- Coordinated production of creative content for games delivered to iPhone and Android.
- Produced editorial packages, sizzle reels and supporting video/audio projects.
- Interfaced and maintained relationships with outside design/production teams.
- Performed basic web programming (HTML, CSS, Facebook API).

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## OTHER EXPERIENCE

### Guest Lecturer

Gateway College

*Santa Barbara, CA*

Served as guest lecturer on marketing, advertising and new media production.

### Network Sales

Univision

*Irvine, CA*

Placed buys and processed makegoods for major advertising accounts for the #1 Spanish Language Television Network in the US.

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## EDUCATION

### UCLA

Bachelor of Arts

Spanish and Latin Am. Studies

### UCLA Extension

Television/Film Production

### Orange Coast College

Television/Film Production