

Brandy Zeigler

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Enthusiastic and detail-oriented professional with a proven track record in entertainment projects. My diverse experience encompasses roles as a Project Manager, Creative Producer specializing in digital content, Set Producer, and Project Coordinator for commercials and brand campaigns.

experience

Producer | [AmazeVR](#) | Oct 2021 - Jan 2024

At AmazeVR, I served as a creative producer, taking charge of developing and delivering innovative virtual reality content.

- Spearheaded the ideation and execution of cutting-edge VR content and assets, ensuring alignment with project vision and goals.
- Collaborated extensively with UX design teams and closely with marketing, business, and DevOps teams to achieve and maintain creative excellence.
- Coordinated with technical teams to seamlessly integrate cutting-edge technologies into VR experiences, enhancing overall project quality.
- Oversaw the end-to-end production process, ensuring each project's success from concept to distribution.
- Engaged in cross-functional collaboration, ensuring effective communication and coordination with external personnel and clients to deliver projects.
- Contributed to the continuous innovation of VR content, staying ahead of industry trends and emerging technologies.

Project Manager | Seventh Tribe Media | March 2020 - Oct 2021

At Seventh Tribe Media, I held a multifaceted role as a Producer and Project Manager, contributing to the success of immersive projects in the virtual reality domain.

- Led cross-functional teams, ensuring timely results and seamless task coordination.
- Fostered innovation by collaborating closely with technical and creative teams.
- Successfully managed end-to-end project timelines, ensuring deliverables exceeded client expectations.
- Contributed to groundbreaking projects that pushed the boundaries of creativity and technology.
- Managed production shoots with a focus on aligning with project goals and maintaining a positive environment.
- Managed logistics, schedules, and on-set activities to optimize efficiency.
- Led talent and crew selection, overseeing identification, selection, and onboarding for cohesive project teams.
- Collaborated with casting agencies and industry networks to source suitable talent, ensuring alignment with project requirement

Producer | Freelance | July 2018 - March 2020

As a Freelance Producer, I undertook diverse responsibilities across commercials, music videos, and television shows, ensuring the successful execution of each project.

- Led comprehensive project management for commercials, brand campaigns, and television productions.
- Strategized, created, and meticulously managed project budgets, ensuring optimal resource allocation and financial efficiency.
- Coordinated and executed seamless commercial and brand campaigns within specified timelines.
- Facilitated collaboration among cross-functional teams, including directors, crew members, and talent.
- Oversaw logistics, schedules, and on-set activities, optimizing workflow for efficient production.
- Engaged in client-facing activities, ensuring clear external communication and understanding of project goals.
- Provided valuable creative input on concepts, scripts, and production design.
- Ensured the delivery of high-quality content, adhering to industry standards and client expectations.

Production Manager | Freelance | July 2014 - July 2018

As a Freelance Production Manager, I played a pivotal role in orchestrating and delivering successful productions across various mediums, including commercials, music videos, television shows, advertisement campaigns, live sports, and VR projects.

- Project management, ensuring strategic planning, and coordinating the production team through the entire project cycle.
- Coordinated logistics, including the schedule of projects, crew management, and talent coordination, aligning with the fast-paced and dynamic nature of live gaming sports productions.
- Took charge of budget monitoring and adherence, optimizing resources, and managing expenses effectively.
- Negotiated with vendors to secure favorable terms, ensuring financial alignment with project objectives.
- Collaborated closely with directors, crew members, talent, vendors, and stakeholders about the gap between creative vision and logistical execution in alignment with the goals of diverse projects.
- Facilitated efficient communication within the team, ensuring clarity and cohesion throughout the production process. Responsible for overseeing the production flow.
- Managed crew coordination, schedules, and payroll, ensuring smooth production operations. Handled accounting responsibilities, including budget tracking and expense management.

Production Coordinator | [Radley Studios](#) | Feb 2016 - July 2017

At Radley Studios, I served as a Production Coordinator, playing a vital role in ensuring the successful execution of visual storytelling projects.

- Orchestrated content acquisitions, demonstrating a keen understanding of legal compliance and negotiating licensing agreements to uphold industry standards.
- Maintained meticulous organization throughout the production process, from sourcing and organizing footage to overseeing metadata management, contributing to efficient workflow.
- Collaborated seamlessly with cross-functional teams, fostering effective communication and coordination to deliver projects that met and exceeded client expectations.
- Ensured the company's adherence to industry regulations, contributing to Radley Studios' reputation for delivering high-quality visual experiences.

skills & expertise

Scheduling: setting objectives and managing timelines.

Project Management: plan, execute, and oversee projects from initiation to completion,

Budget Management: tracking expenses and monitoring costs. Resource allocation, budget creation.

Communication: conveying project requirements, updates, and expectations to team, stakeholders, and clients.

Adaptability: flexibility to adjust to changing project scopes, priorities, and circumstances.

Organization: prioritize tasks, manage multiple projects, and maintain attention to details

Quality Assurance: dedication to ensure deliverables meet quality standards.

Strategic problem-solving: identifying potential issues and making informed decisions.

Stakeholder Management: maintain positive relationships with clients, stakeholders, and other contributors.

Time Management, Excellent organization skills, Creative Problem Solving, Crew Sourcing, Payroll, Detail Orientated, Field Production, Team Collaboration, Logistics Coordination, Negotiation Skills, Cross-Functional Collaboration, Resourcefulness, Team player.

software proficiency

Asana, Trello, Jira, Confluence, Microsoft Project, Slack, Microsoft Teams, Zoom, Google Drive, Dropbox, SharePoint, QuickBooks, Hot Budget, Movie Magic, Microsoft Office, Frame.io

education

Cal State University of Dominguez Hills
West Los Angeles College

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Notable Project Credits

VR Experiences

[AmazeVR](#) | A7X
Oculus App Store

[AmazeVR](#) | T-Pain World
Oculus App Store

[AmazeVR](#) | Zara Larsson
Oculus App Store

[AmazeVr](#) | Upsahl
Oculus App Store

[AmazeVR](#) | Megan Thee Stallion
Oculus App Store

[Oculus](#) | In Protest
Oculus App Store

Campaigns / Advertisements

[Nike](#) | Naomi Osaka
Don't change yourself. Change the world

[I am Other](#) | Pharrell Williams
Family Kitchen

[Dove](#) | Fathers Day Campaign
#RealDadMoments

[NBA](#) | Chicago Bulls
The Marketing Arm

[Ford](#) | LATV
Integration

[Samsung](#) | LATV
Integration

Television

[CBS Sports](#) | Poker Night Live
CBAS Live Sport Stream

[Discovery](#) | People Magazine
Investigates Season 1

[Discovery](#) | People Magazine
Investigates Season 2

[Discovery](#) | The Coroner S2

[BET](#) | Punk'd
BET Network

Film Credits

[TVOne](#) | Second Chance Christmas

[Ncredible](#) | King of the Dancehall

[Copperheart Ent](#) | A Christmas Horror Story