



**TINA
RICCIO**
PRODUCER

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thescrappyproducer.com

BIOGRAPHY

Described by many as scrappy, Tina is an LA-based producer who is always ready for the next challenge. She enjoys producing marketing AV by day and short films in her free time. Tina sees the world through a viewfinder and in CMYK because of her photography and graphic design background. That creative foundation shines through in her production style via tailored communication with cross-functional partners, inventive problem solving, the creation of esthetically pleasing spreadsheets and her passion for being a wealth of knowledge for internal and external resources beyond typical day-to-day needs.

EXPERIENCE

- PRODUCER**
Walton Isaacson | Mar '23 - Current
Managed the production schedules, budgets and talent for Lexus & Kim Crawford broadcast, digital and social video content from concept through delivery. Solicited director and post production reels and identified the best partners to execute the creative vision. Coordinated with cost consultants and spearheaded client/vendor/internal communication.
- ASSOCIATE PRODUCER, CREATIVE LABS PRODUCTION**
Netflix Contractor / Cypress HCM | June '21 - Dec '22
Led and coordinated the production of innovative brand marketing and promotional AV content for social media to drive subscriber acquisitions and for product to increase confidence in title selection. Managed projects from concept through delivery (inclusive of localization, launch and experimentation test analysis).
- ASSOCIATE PRODUCER**
RPA Advertising | Jan '20 - June '21
Lead produced broadcast, digital, social and radio campaigns inclusive of VFX and live action for American Honda, ARCO & ampm. Managed multimillion-dollar budgets with extensive deliverables, coordinated with cost consultants, spearheaded client/vendor/internal communication and guided projects from concept to delivery.
- VIDEO PRODUCTION COORDINATOR**
RPA Advertising | Jan '18 - Jan '20
- DIGITAL ASSET MANAGEMENT INTERN**
RPA Advertising | May '17 - Dec '17
- VIDEO & SOCIAL PRODUCER**
Tehama Group Communications | Aug '16 - May '17
Led a team of creatives to produce 1 x event recap video, 3 x video campaigns, abundant original photography and social media content for 3 x local Chico brands.

EDUCATION

- PRODUCTION IN ENTERTAINMENT**
UCLA Extension | 2020
The Art of Line Producing: a comprehensive course covering the physical production process from spec script to distribution.
- ADVERTISING**
Bookshop School of Ads | 2018
Creative conceiving and the art of designing advertising that intelligently connects with the audience in outside of the box ways.
- BACHELOR'S DEGREE**
Cal State University, Chico | 2017
MAJOR: Journalism/PR
MINOR #1: Fine Art Photo
MINOR #2: Graphic Design
*Graduated with Honors

WORK

NETFLIX - FEELERS SOCIAL CAMPAIGN

A campaign of assets designed to provide an emotional connection to a title in lieu of context that won against the typical trailer on Youtube & Facebook/Instagram.

[VIEW HERE](#)

HONDA SAFETY FOR EVERYONE TV/SOCIAL

A live action production and 360 brand campaign featuring an emotional portrayal of the positive effects of the new automatic braking system.

[VIEW HERE](#)

NETFLIX - ENTERGALACTIC CAMPAIGN

A campaign of promotional content designed with the strategic goal of "immersive character presence." Each uses a different approach to provide that sense of presence.

[VIEW HERE](#)

REFERENCES

Quinn Morgan | Creative Producer @ Netflix, Creative Labs
(310)923-4262 | quinn.conaway.morgan@gmail.com

Fran Wall | Executive Producer @ RPA
(310)903-7581 | franwall2021@outlook.com

Jan Delos Santos | Senior Digital Asset Manager @ Amazon Prime Video
(310)941-9247 | jan.delossantos@gmail.com

SKILLS

Microsoft & Google Programs



Adobe Creative Suites



Monday.com, Basecamp, etc.



PO & Accounting Programs

