



# KATYA MCCAFFREY

PRODUCER | DIRECTOR | STRATEGIST

Resourceful producer, collaborative director, and strategic leader delivering award-winning branded, commercial, episodic, and high-impact social content for top-tier brands, agencies, and networks. Creative at heart and strategic in execution, I thrive at the intersection of exceptional ideas and logistical challenges, pulling miracles while delivering measurable results. I fight for bold ideas, lead by motivating, and produce stories that resonate and perform.

## WHAT I DO

- CREATIVE DEVELOPMENT
- VIDEO PRODUCTION
- CONTENT STRATEGY
- SOCIAL AND DIGITAL MEDIA
- PROJECT MANAGEMENT
- SCHEDULING & BUDGETING
- ON-SET DIRECTION
- TALENT MANAGEMENT
- SCRIPTING & EDITING
- POST-PRODUCTION & DELIVERY
- CLIENT RELATIONSHIPS
- TEAM BUILDING & LEADERSHIP
- CROSS-FUNCTIONAL EXECUTION

## WHAT I KNOW

- **DESIGN:** PHOTOSHOP, LIGHTROOM, ILLUSTRATOR
- **EDITING:** ADOBE PREMIERE PRO, AFTER EFFECTS, DAVINCI
- **PRESENTATION:** POWERPOINT, KEYNOTE, SLIDES
- **PROJECT MANAGEMENT:** FIGMA, MONDAY, NOTION, SLACK, FRAME.IO
- **PUBLISHING & ANALYTICS:** YOUTUBE STUDIO, GOOGLE ANALYTICS, BRIGHTCOVE
- **SOCIAL:** INSTAGRAM, META, TIKTOK, YOUTUBE, LINKEDIN, X
- **PRODUCTION GEAR:** DSLR, MIRRORLESS, LIGHTING KITS, AUDIO, LIVESTREAM SYSTEMS
- **AI TOOLS:** CLAUDE, CHATGPT, RUNWAY ML, DESCRIPT

## PORTFOLIO

[WWW.KATYAMCCAFFREY.COM](http://WWW.KATYAMCCAFFREY.COM)

## EXPERIENCE

### SENIOR PRODUCER, BRANDED CONTENT

**MUDWTR** | Santa Monica, CA

Jan 2025 - Present

- Produced high-impact short and long form video campaigns, designed to increase brand cult following and reach new customer base
- Owned the full production pipeline from creative development to on-set production and delivery
- Managed projects across formats and platforms (TikTok, Instagram, YouTube, Meta, LinkedIn), delivering videos designed for organic and paid reach
- Worked closely with Founder and CEO to refine brand voice, tone, delivery
- Worked with internal growth and marketing teams to align creative strategy with performance goals and consumer insights

### AVP, SR. PRODUCER, HEAD OF VIDEO

**Christie's** | New York

May 2021 - Oct 2024

- Built and led a team of 10 in-house creatives and 7 seasonal contractors
- Scaled output from 75 to 300+ projects annually, reducing per-project costs by 3x
- Managed \$2M annual department and staff budget as well as individual project budgets from low-cost social posts to \$300k+ campaigns
- Developed and directed high-profile campaigns with cultural figures, including **Richard Gere, Jane Fonda, Sean Penn, Elton John, Edward Enninfu** and spots featuring major luxury brands such as **Nike, Cartier, Supreme, Tiffany & Co., and Rolex**
- Cultivated and maintained cross-functional relationships across creative, legal, marketing, press, and product teams to align priorities
- Translated business objectives into actionable plans & platform-specific creative solutions
- Developed long-term brand content strategies & guidelines. Launched data-informed content series on Instagram, YouTube, TikTok, and website

### PRODUCER & PRODUCTION MANAGER

**Christie's** | New York

Aug 2018 - May 2021

- Reduced project timelines and budgets by expanding in-house capabilities
- Enhanced production efficiency, transparency and collaboration by developing and implementing a new scheduling system and project tracking workflows
- Built a diverse network of freelance talent, meeting increased demand, elevating quality and expanding creative output
- Handled logistics for all in-house, studio, and external video shoots
- Led end-to-end production of editorial, social and multi-media marketing campaigns across art, luxury, music, and culture — effectively navigating complex challenges and shifting business priorities

## HOW I WORK

- CREATIVE PROBLEM-SOLVER
- CALM, CRITICAL THINKER
- DIRECT COMMUNICATOR
- DECISIVE UNDER PRESSURE
- PASSION FOR EFFICIENCY
- BIG-PICTURE LEADER
- HANDS-ON MINDSET
- DRIVEN AND COMMITTED
- STRONG EDITORIAL JUDGMENT
- EMPATHETIC LEADER
- KEEN EYE FOR DETAIL
- OBSESSED WITH ANALYTICS
- HIGH STANDARDS, LOW EGO

## SELECTED AWARDS

- 2024 WEBBY AWARDS NOMINEE
- 2023 MUSE CREATIVE AWARDS, PLATINUM WINNER | ART & DESIGN
- 2023 LIT COMMERCIAL AWARDS, PLATINUM WINNER | BRANDED CONTENT
- 2023 TELLY AWARDS, 3X SILVER WINNER | FASHION AND LIFESTYLE | BIOGRAPHY | DOCUMENTARY
- 2022 TELLY AWARDS, 3X SILVER WINNER | CRAFT-ART DIRECTION | GALLERIES | DOCUMENTARY
- 2021 WEBBY AWARDS HONOREE
- 2020 TELLY AWARD 2X WINNER | MUSIC (BRANDED) | FASHION AND LIFESTYLE
- 2019 TELLY AWARD 2X GOLD WINNER | DOCUMENTARY | ART DIRECTION
- 2014 CANNES FILM FESTIVAL | OFFICIAL SELECTION

## PORTFOLIO

WWW.KATYAMCCAFFREY.COM

## CONTACT

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- 🌐 WWW.KATYAMCCAFFREY.COM
- 📍 CULVER CITY, CA

## MEDIA STUDIO PRODUCER

**NYU Tandon** School of Engineering | New York Mar 2018 - Feb 2019

- Enhanced the quality of educational content by advancing production techniques, building out equipment room, and streamlining processes
- Written, produced, filmed and edited all studio content
- Ideated, designed, and developed style guides and graphic identity for all video projects
- Managed studio's schedule, budget & client relationships

## POST SUPERVISOR & EDITOR

**Corra Films** | New York

May 2017 - Sept 2017

- **Content:** Crafted emotional narratives for **Sherry Mathews, Mercedes-Benz, NYC Health, and Merkley+Partners** using Adobe Premiere & AE for editing, graphics, music and sound mix
- Refined post operations and delivery to increase effectiveness
- Reorganized post workflow, library and asset management to improve post-production efficiency, transparency and collaboration. Maintained editorial calendars, resources, and ensured output quality

## CONTENT PRODUCER

**B-Train Films** | New York

Apr 2016 - Apr 2017

- Used **Agile methodology** to reduce post, delivery, and archival timelines
- Spearheaded the creation of digital library, allowing easy search, access and asset management
- Produced videos for **NFL's** social accounts, press kits and internal comms

## GLOBAL DISTRIBUTION, ACCOUNT MANAGER

**Sony Pictures Entertainment** | Culver City, CA Dec 2014 - Jan 2016

- Rebuilt mastering & distribution after the 'Sony Pictures Hack'
- Serviced global Sony clients, including **HBO, AMC, Turner** and **DLA**
- Negotiated 4k distribution deals with international clients & networks

## DIGITAL DISTRIBUTION COORDINATOR

**Premiere Digital** | Chicago

Apr 2014 - Nov 2014

- Used a tailored, personable approach to build & maintain relationships
- Managed **mastering, QC** and **publishing** to **iTunes, Netflix, Sony PSN, Hulu**

## OTHER CREDITS

**EP, Producer & Writer - **Unfold by Squarespace** ad Campaign** | 2024-2025

**Producer - **Icon.me** App launch paid social ads** | 2024-2025

**Executive Producer - **Caryn AI**, Documentary Feature** | 2024

**Producer & Editor - **Cohn Creative Group**** | 2018

**Line Producer, Location Manager & 1st AD - **Honda City** Commercial, LA** | 2017

**Associate Producer - **Tom & The Domme**, Short Film** | 2017

**Designer - **Metro Park, TV Series**, Season 1** | 2017

## EDUCATION

**Saint Petersburg State University**

- *Master's equivalent, Broadcast Journalism and Mass Communication*  
Minors: *Photography & French*

**NYFA**

- *Screenwriting & Filmmaking Program*