

KATYA MCCAFFREY

PRODUCER | DIRECTOR | CREATIVE

CONTACT

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- Los Angeles, CA 90232

EXPERTISE

- Creative development & visual storytelling
- Full-cycle creative production
- Content strategy for social and integrated campaigns
- Vendor management
- Cross-functional collaboration
- Client communication and stakeholder alignment
- Scheduling, logistics, operations, and budgeting
- Scriptwriting and copy editing
- On-set direction and production oversight
- Video editing & motion graphics
- Post-production management and delivery oversight
- Team building, onboarding, and leadership
- Project management and cross-functional collaboration

CORE STRENGTHS

- Creative problem-solver
- Calm, critical thinker
- Clear under complexity
- Strategic leader with a hands-on mindset
- Data-aware and insight-driven
- Direct, thoughtful communicator
- Vision-led decision maker
- Sharp editorial instinct
- High standards, low ego
- Precision-focused with big-picture awareness
- Balances creative integrity with operational rigor

Creative producer, collaborative director, and strategic leader with 12 years of content production experience, including 5 years in leadership roles.

A passionate storyteller with strong editorial judgment, dedicated to delivering impactful content across video, social, photography, motion, editorial, and integrated marketing campaigns.

Equally driven by creativity and strategy, I lead by empowering cross-functional teams to push boundaries while delivering measurable results.

EXPERIENCE

Sr. Producer, Head of Production and Operations

Boutique Content Studio | Los Angeles

Sept 2024 - Present

- Built a client-facing creative business in partnership with content creators — transforming an unmonetized platform into a revenue-generating studio, focusing on branded social content
- Developed and produced branded content for a diverse mix of clients across tech, wellness, lifestyle, and creator brands, including **Unfold by Squarespace**, **MUD\WTR**, **Opal**, **Alinea Invest** and **Icon.me**
- Established and led all business operations: developed pricing structures, managed budgets, built workflows, and scaled to support growing demand
- Owned the full client pipeline — from RFPs and acquisition to creative strategy, communication, and delivery
- Managed end-to-end production across formats and platforms (**TikTok**, **Instagram**, **YouTube**, **LinkedIn**), delivering high-quality, on-brand creative that drove repeat business and generated 30M+ views and strong engagement

AVP, Sr. Producer, Head of Video Content

Christie's Inc | New York

May 2021 - Oct 2024

- Leadership:** Built and led a high-performing team through rapid growth, scaling output from 75 to 300+ projects annually while expanding in-house capabilities and reducing per-project costs by 3x.
- Production:** Led end-to-end production of creative campaigns across art, luxury, fashion, music, and sport — effectively navigating complex challenges and shifting business priorities with a solutions-first mindset.
- Management:** Managed multimillion-dollar budgets and led sourcing, contracting, and oversight of production vendors, freelance talent, and seasonal contractors — building a trusted network to deliver high-quality, on-brand content.
- Creative:** Developed and directed creative for high-profile campaigns, increasing reach, elevating brand perception, and driving audience growth.
- Strategy:** Launched data-informed content series on Instagram, YouTube, and web platforms.
- Led campaigns featuring high-profile personalities and cultural figures, including Richard Gere, Elton John, Tabitha Simmons, and Edward Enninful

Production Manager & Producer

Christie's Inc | New York

Aug 2018 - May 2021

- Creative production:** Developed and executed creative content, including editorial, social, promotional videos. Produced & managed seasonal sale livestreams
- Workflow efficiency:** Enhanced production efficiency by implementing a new scheduling system, reducing project timelines.
- Production Management:** Built a diverse network of freelance talent and production vendors, meeting increased demand without compromising quality.
- On-set operations:** Oversaw in-house, studio, and location photo and video shoots, maintaining a high level of creative integrity and production value.

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PRODUCER | DIRECTOR | STRATEGIST

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TOOLS

- Design and Photo:** Photoshop, Lightroom, Illustrator, Canva
- Editing:** Adobe Premiere Pro, After Effects, DaVinci, Final Cut
- Presentation:** PowerPoint, Keynote, Slides
- Docs:** Google Docs, Sheets, Word, Excel, Outlook
- Project Management:** Figma, Monday, Notion, Slack, Frame.io
- Publishing & Analytics:** YouTube Studio, Meta Business Suite, Brightcove, Google Analytics
- Social Platforms:** Instagram, TikTok, YouTube, LinkedIn, X
- Production Gear:** DSLR, mirrorless cameras, lighting kits, audio gear, live stream systems (OBS, Wirecast), teleprompters
- Additional Skills:** Photography, videography, live production

EDUCATION

Saint Petersburg State University
- MA, Broadcast Journalism and Mass Communication
Minor: Photography

NYFA

- Screenwriting Program
- Filmmaking Program

PORTFOLIO

www.katyamccaffrey.com

EXPERIENCE

Media Studio Producer

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

- Solely operated and managed NYU's in-house video studio, overseeing all aspects of production, creative development, operations, and client engagement
- Upgraded studio infrastructure by building out the equipment room and streamlining production workflows to improve output quality and efficiency
- Developed style guides and creative standards used across departments
- Wrote, produced, filmed & edited all studio promotional and educational content

Producer

Casual Films | New York Sept 2017 - Mar 2018

- Production:** Led full-cycle production for branded video content — from concept to final delivery — for clients including Marriott, Bloomberg, Baker Hughes, Brooklyn Navy Yard, and Synaptics
- Creative Development:** Translated client briefs into compelling treatments, scripts, and storyboards across narrative, visual, motion, and animated formats
- Client Management:** Acted as the primary client contact, ensuring alignment, clarity, and smooth execution throughout every phase of production

Post Producer & Editor

Corra Films | New York May 2017 - Sept 2017

- Post Operations:** Streamlined post-production and delivery workflows to increase efficiency, reduce turnaround times, and improve team transparency
- Workflow Optimization:** Reorganized asset management systems and editorial calendars to enhance collaboration and ensure consistent output quality
- Creative Execution:** Edited visually-driven, emotionally resonant content for clients including Sherry Matthews, Mercedes-Benz, NYC Health, and Merkley+Partners

Production Manager & Producer

B-Train Films | New York Apr 2016 - April 2017

- Used agile methodology to reduce post, delivery & archival timelines. Spearheaded the creation of digital library, allowing easy search, access and asset management
- Created captivating videos for NFL's social accounts & internal comms

Global Distribution & Localization Manager

Sony Pictures Entertainment | Los Angeles Dec 2014 - Jan 2016

- Crisis Operations:** Brought in post-Sony hack to help rebuild global mastering and distribution workflows for international releases
- Asset Management:** Oversaw localization and delivery of multi-language trailers, scripts, subtitles, cc and promotional assets for global markets
- Client Relations:** Managed key international accounts including HBO, AMC, Turner, and DLA, ensuring timely, secure, and high-quality asset delivery
- Business Strategy:** Negotiated 4K distribution deals and delivery terms with global clients, aligning technical specs with evolving platform needs

SELECTED AWARDS

Recognized for branded work on cultural icons and brands, including Basquiat, DJ Kool Herc, Miles Davis, Richard Gere, David Hockney, Michael Jordan and Supreme

- Webby Awards** (2024 Nominee, 2021 Honoree): Creator Excellence; Branded Documentary
- Muse & LIT Awards** (2023): Platinum Winner — Art & Design, Branded Content (Basquiat: Boxer)
- Telly Awards** (2019–2023): Gold & Silver Winner — Documentary, Art Direction, Fashion, Lifestyle, Biography, and Music campaigns