

# IVAN PADILLA

SENIOR INTEGRATED PRODUCER

## CONTACT

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## PROFILE

A multidisciplinary professional who is passionate about producing digital and experiential campaigns that empower and inspire people, elevating brands and organizations. An action-oriented professional with expertise in the management and execution of outside-the-box projects from conceptualization to final deployment

## EDUCATION

**Bachelor of Communications,  
Specialized in Interactive Media**  
University of Québec in Montréal  
2005 - 2009

**Major in Cinema Studies**  
University of Montréal  
2002 - 2004

## SKILLS & COMPETENCIES

### Personal

- Positive, self-starter, problem-solving and creative skills, reliable, team player, goal-oriented, curious, quick learner
- Fluent in English, French, Spanish and basic Portuguese

### Professional

- Detail-oriented and strong organizational skills
- Handle multiple projects simultaneously while under pressure
- Critical thinking, strong risk mitigation skills as well as problem solving skills
- Capable to manage projects using Agile and Waterfall methodologies

## WORK EXPERIENCE

### Digital/Experiential Senior Producer

Makers Inc | Toronto, Canada

2023 - Present

- Led complex projects for top Fortune 500 clients from concept to completion, delivering exceptional results that exceeded expectations and drove brand growth
- Implemented innovative production strategies, utilizing cutting-edge tech and creative solutions for compelling brand experiences
- Successfully collaborated and secured new business through compelling presentations and creative decks that showcased our creative process and unique production approach
- Partnered with top-tier vendors and emerging tech, pushing innovation boundaries to deliver exceptional client value
- Fostered a collaborative, creative team environment that encouraged experimentation, problem-solving, and breakthrough solutions

### Senior Integrated Producer

Thinkingbox | Toronto, Canada

2021 - 2023

- Produced creative digital/experiential projects from initial concept to delivery across multiple platforms for top Fortune 500 companies
- Developed and implement SOWs, schedules and budgets of projects from various scopes and sizes, from \$50K up to \$500K
- Managed different types of innovative integrated projects involving both the design and technology teams at the same time
- Coordinated, motivated, and ensured thorough communication with all stakeholders, including creatives, designers, developers, technologists, senior management, vendors, and contractors
- Built and maintained strong client relationships with customers, production partners, digital/tech suppliers

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## CLIENTS & INDUSTRIES

- **Clients**  
Apple, Subway, Telus, RBC Bank, TIFF, Amazon Prime Video, Pepsi Co, SunWing, TV5, Bell Canada, AB InBev, L'Oreal, Edelman, Publicis, Wieden+Kennedy
- **Industries**  
Entertainment, Experiential Marketing, Advertising, Technology, Education, Museums, Health Care, Content Localization, Architecture
- **Type of Projects**  
Marketing Activations, Websites, Interactive Installations, Global Adaptation/Localization, Mobile Apps, Video Production, Motion Graphics

## TOOLS & TECHNOLOGIES

- **Everyday & Management**  
Microsoft Office, G-Suite, iWork, Slack, Basecamp, Asana, Forecast, Jira, Harvest, HubSpot, Smartsheet
- **Design & Creation**  
Adobe CS (Photoshop, Illustrator, Indesign, Premiere, After Effects), Figma, Canva, Final Cut Pro, SketchUp, Max MSP, TouchDesigner
- **Experiential & Interactive**  
Physical computing, Arduino, Direct LED, LCD, Mapping Projection, Touch and Motion sensors
- **Web Development**  
HTML, CSS, JS Libraries, PHP, MySQL, SVN, GitLab, Analytics

## WORK EXPERIENCE (CONTINUED)

### Senior Project Manager, Creative Technologist

Forge Media + Design | Toronto, Canada  
2017 - 2021

- Conceptualized and brought ideas to life, craft and provide vision to the team to deliver innovative and integrated output
- Created comprehensive project schedules, managed the creative and technical milestones and deliverables
- Oversaw the efficient use of production project budgets ranging from \$35K up to \$350K and ensured the final quality control
- Assisted in scoping projects, writing SOWs and project plans as required, created proposals & quotes for clients

### Interactive Media Team Lead

Forge Media + Design | Toronto, Canada  
2013 - 2017

- Led, delegated and tracked tasks to a team of up to 10 members, provided counsel and support on all aspects of the project
- Determined production activities following the design and technical specifications defined on the SOWs for integrated projects
- Actively participated in the conceptualization, planning and production phases of interactive media projects
- Ensured that the output produced by the team meets the design and technical quality specifications
- Researched and applied new methods and tools for the creation of interactive media projects through open dialogue with the team to increase efficiency and productivity

### Front-End Developer, Designer

Forge Media + Design | Toronto, Canada  
2010 - 2013

- Built, localized, edited and tested print and web projects (Sites, Posters, Videos) using client's predefined high standards and design guidelines
- Produced high-quality output using internationalization, content optimization and global adaptation processes, tools and technologies
- Worked with external localization teams to produce digital assets for the French and English Canadian target audience

## AWARDS

Proudly, participated in multiple projects that have been recognized by: CODA Awards, A' Design Awards, DSE APEX Awards, Indigo Design Awards, Gemini Awards