

MINDY MONEZ

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PORTFOLIO: mindymonez.com

CREATIVE PRODUCER + PROJECT MANAGER

New York, NY

WHO I AM:

A video expert, production pro, and content strategist with a decade of experience producing best-in-class multiplatform campaigns for major entertainment and consumer brands.

A “very online” content and social media authority who knows how to analyze data, pivot quickly, and meet users where they are to drive revenue and growth.

A team leader who is passionate about fostering empowering environments.

SKILLS

Video Production
Project Management
Creative Operations
Content Creation
Content Strategy
YouTube Growth
Social Video
Budgeting
Vendor Negotiation
On-Set Producing
Talent Management
Branded Content
Analytics & Data
Team Mentoring

EXPERIENCE

Producer (Contract)

Ogilvy | NYC | September 2025 - October 2025

- Creative producer for Verizon’s 2025 holiday campaign.
- Responsible for concepting, storyboarding, and executing across paid, organic, earned media and influencer content.
- Work closely with key stakeholders to ensure productions are on time, on budget, and on brand.

Head of Video and Photo Production

Hatch (hatch.co) | NYC | April 2024 - June 2025

- Led the end-to-end production of all photo, video, and out of home assets.
- My productions spanned across commercial spots, lifestyle photography, YouTube and social video series, highway billboards, CG renders, and more.
- Scoped projects - worked closely with creative directors to understand and refine their ideas, then right-size the production to match the need either by producing a small production myself, or identifying and onboarding a production partner for larger or more specialized concepts.
- Negotiated all vendor, partnership, and licensing contracts for Hatch marketing, including deals with KFC, Gilmore Girls, The Office, and Peanuts.
- Produced influencer surprise and delight packages.
- Was Hatch’s first production hire - I developed and established an in-house creative production operation and workflow.

INTERESTS

Film
Beauty
Travel
Pop Culture
My YouTube Watch
Later
Reality Television
Watching Full Movies on
TikTok in 86 Parts
Hiking
Cats

EXPERIENCE

YouTube Strategy Consultant

Creator Dynamics (creatordynamics.net) | NYC | April 2024 - July 2024

- Advised clients on how to improve their YouTube channels, covering creative, optimization, tone of voice, programming, and more.
- Performed detailed landscape research on client's competition across YouTube, and used it to inform a plan to scale their channel within their category.

Senior Director, Video Programming & Development, Glamour and Allure

Condé Nast | NYC | July 2022 - December 2023

- Created the programming strategy and creative vision for the Allure, Glamour and Glamour UK video business across all platforms, with a primary focus on YouTube, TikTok and Instagram video.
- Grew Allure, Glamour and Glamour UK's TikTok average video views by more than 3000%, and grew subscribers by over 1000% in just one year.
- Led the creative video development process, including new YouTube and social pilots, bespoke creative for celebrities (Jennifer Aniston, Rihanna, Billy Eilish to name a few), and refining and improving ongoing series.
- Ran video coverage of tentpole live events for Glamour's Women of the Year awards ceremony and Allure's Best of Beauty convention, including producing on-the-ground footage capture and onsite post-production.

Director, Digital Video

Bravo (NBC Universal) | NYC | 2018 - 2022

- Executive produced and developed all social and digital video content across all platforms.
- Managed multiple production teams and hundreds of shoots annually.
- Led branded video content, including the RFP response process.
- Designed all live video coverage for Bravo's first Bravocon, generating 100+ videos in real time garnering over 10 million video views.
- Owned YouTube strategy, resulting in 400% organic view growth for Bravo in the first year.

Senior Digital Producer

Paramount Network | NYC | 2016 - 2018

- Led digital and social initiatives across all shows, with a focus on tailoring content and videos to specific platforms.
- Oversaw all digital production and streaming efforts across website and apps.

FUN FACT

In my last performance review, my manager wrote: "Mindy is a ruthless negotiator." One of my proudest moments!

EDUCATION

Fordham University
Bachelor's Degree

EXPERIENCE

Digital Producer

Late Night with Seth Meyers (NBC Universal) | NYC | 2013 - 2016

- Ideated and executed the digital and social media strategies for Late Night with Seth Meyers, and contributed to the digital strategies of Saturday Night Live and The Tonight Show.
- Shot and edited all backstage content with show talent and celebrity guests.
- Led all branded digital content initiatives.

Digital Producer

ABC | NYC | 2011 - 2013

- Owned all digital content and strategy for The View, and contributed to many ABC show sites, including Oscar.com, Dancing with the Stars, and The Bachelor.
- Ran The View's social channels, including live tweeting during broadcasts.
- Shot daily backstage content with The View's hosts and celebrity guests.