

KATIE PARIS PORTER

Executive Producer | Los Angeles, CA

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PROFESSIONAL SUMMARY

Executive Producer with 20+ years of agency, brand, and tech production leadership. Adept at producing full-spectrum campaigns, managing multidisciplinary teams, scaling departmental operations, and integrating emerging technologies (AI, AR/VR) into modern production workflows.

EXPERIENCE

FREELANCE | Los Angeles, CA

Executive Producer | July 2026 – Present

- Lead end-to-end integrated production for premier tech and brand partners across high-visibility broadcast, digital, and innovation initiatives.
- **Key Clients:** Meta

PUBLICIS PRODUCTION | Los Angeles, CA

VP, Executive Producer | July 2025 – July 2026

- Directed and mentored a team of producers managing end-to-end production pipelines for all Walmart broadcast and digital initiatives.
- Partnered with the Head of Production on departmental operations to establish standardized prep-to-wrap frameworks and integrate generative AI tools into production workflows to accelerate timelines and scale output.

FREELANCE | Los Angeles, CA

Executive Producer | Jan 2023 – July 2025

- Led integrated production for high-stakes commercial and digital campaigns across partner agencies (Preacher, Pierra O'Dell, Golin, Publicis), managing complex location shoots, extensive talent agreements, and tight post timelines.
- **Key Clients:** Violife, Foot Locker, GMC, IHOP, Purina, Fancy Feast, Walmart

META (CONTRACT) | Los Angeles, CA

Executive Producer | June 2021 – Dec 2022

- Executive produced marquee hardware and software launch films for the global Meta Quest Pro campaign and the FB Connect '21 Keynote Film, aligning cross-functional creative, engineering, and executive leadership.
- Managed virtual production, complex CG/VFX workflows, and high-security product reveals under strict NDA timelines.

BBDO | Los Angeles, CA & New York, NY
Executive Producer | March 2017 – June 2021

- Oversaw end-to-end production for large-scale national accounts and award-winning initiatives, managing substantial production budgets, top-tier VFX houses, complex live-action shoots, and high-profile celebrity talent.
- **Key Clients:** AT&T, The Clio Awards

TBWA\CHIAT\DAY | New York, NY
Senior Producer | August 2015 – March 2017

- Managed full-lifecycle production for multi-channel national campaigns across broadcast, digital, and OOH.
- **Key Clients:** McDonald's, Travelers Insurance, H&M, Kenwood Wines, Brooklyn Film Festival, Merck

KBS+P | New York, NY
Senior Producer | November 2014 – August 2015

- Delivered multi-platform broadcast and digital campaigns from concept to final delivery under compressed turnarounds.
- **Key Clients:** Nike, HomeGoods, Ad Council, Windstream

CP+B | Boulder, CO / Los Angeles, CA / Miami, FL
Senior Producer / Producer / Associate Producer | July 2004 – November 2014

- Advanced through progressive production leadership over a 10-year tenure, producing culturally defining, award-winning campaigns (Cannes Lions, One Show, D&AD).
- Oversaw high-volume, integrated broadcast and digital work for iconic brands including Microsoft, Burger King, Domino's, Volkswagen, and MINI.
- **Key Clients:** Burger King, Arby's, Old Navy, Kraft Mac & Cheese, Domino's, Volkswagen, MINI, Coke Zero, Jell-O, AI, Microsoft

CORE COMPETENCIES

- **Production Leadership:** Integrated Commercial Production (Broadcast, Digital, Social, OOH), Scope & Budget Management, Department Operations, Directing & Mentoring Teams.
- **Technical & Workflow:** AI-Assisted Production, Virtual Production, AR/VR (Horizon Worlds, Meta Quest), Post-Production & VFX Management, Vendor & SAG-AFTRA Negotiations.