

Candace Perry

Austin, TX | (469) 632-4550 | candaceperry@gmail.com | www.candaceperry.com

PROFESSIONAL SUMMARY

Producer with 10+ years of experience bringing creative concepts to life across film, photography, digital, and experiential campaigns. Expert at connecting cross-disciplinary teams, managing workflows, and sourcing top creative talent to deliver high-impact, culturally resonant work. Skilled in budgeting, scheduling, and vendor management from pre-production through delivery. Adept at uniting creative and production partners to move ideas from strategy to execution on time, on budget, and beautifully crafted. Known for maintaining calm under pressure, solving roadblocks quickly, and ensuring creative vision stays intact.

CORE COMPETENCIES

- Creative Production & Project Management (Asana, Basecamp, Monday.com, ClickUp, Trello)
- Vendor Sourcing, Negotiation & Partner Relations (Studios, Stylists, HMUA, Editors, Designers)
- Budget & Scope Management (Post-Production, PPC, Photography, Videography)
- Cross-Functional Team Coordination (Web, Email, Social Media, Events)
- Campaign Oversight: Film, Photo, Digital, and Social Content
- Resource & Timeline Planning, Documentation, and Compliance
- AI-Enhanced Creative Tools (ChatGPT, Midjourney, Krea, Gemini)
- Creative Oversight: Adobe Creative Suite, Canva, WordPress, and Digital Asset Management

MOST RECENT EXPERIENCE

Producer/Project Manager (Contract) — *Jane Media* | *Austin, TX* | *May 2025–Present*

- Manage end-to-end production for influencer Jackie Dorman and digital, web & social campaigns.
- Oversee creative concepting, scripting, and production schedules for podcasts.
- Collaborate with internal teams to align deliverables and maintain brand consistency across websites, landing pages, videos, and merch.
- Provide on-site production support for live events and retreats, managing photography and videography.
- Implement AI-powered tools for photography and copy generation to streamline production timelines.
- Secure podcast features through targeted media outreach and relationship-building.

Producer / Creative Director — *Beautiful You Studios* | *Dallas–Fort Worth, TX* | *2010–2025*

- Founded and scaled a nationally recognized photography brand generating \$1.3M+ in revenue.
- Produced and directed 500+ creative shoots managing HMUA, assistants, and post-production.
- Oversaw full creative pipeline: Pre-production planning, shot lists, wardrobe, set design, & deliverables.
- Managed budgets and contracts; coordinated external talent including HMUAs and videographers.
- Produced a \$15K, 150+ attendee brand event, managing vendors, sponsorships, and A/V production.
- Streamlined production workflows to reduce delivery times by 33% while maintaining creative integrity.
- Developed repeatable production systems that increased creative output 4x and elevated deliverables.
- Collaborated with major influencers, maintaining brand alignment and high production value.

Marketing Specialist — Ansira | Dallas, TX | 2016–2019

- Developed email campaigns for national brands Purina, Panera, Chili's, Nothing Bundt Cakes, & more.
- Coordinated with internal creative, development, and QA teams to ensure on-time delivery.
- Achieved 100% on-time delivery across overlapping workstreams while maintaining brand consistency.
- Recognized for exceptional follow-through, organization, and creative collaboration within a fast-paced agency.
- Developed standardized onboarding materials, reducing new-hire training time by 5 days.

Marketing Project Manager — Slate Brands | Savannah, GA | 2015–2016

- Directed creative production and asset delivery for three national slate roofing brands (Vermont, Black Diamond, American).
- Oversaw website and social media content production schedules, working with junior team member.
- Increased lead generation by 19% utilizing consistent brand storytelling across multiple product lines.

EARLIER AGENCY EXPERIENCE

Various Marketing & Design Roles | 2004–2013

eMarketSouth • Nicasio Design • Creative Blue • ITI Marketing • BigHouseGraphix

- Collaborated with agency teams to deliver creative campaigns across print, web, and digital channels.
- Coordinated multidisciplinary teams to deliver high-quality photo, video, and web assets on time.
- Managed photo and video shoots, coordinated with vendors, and supported production timelines.
- Collaborated with in-house creative teams to launch email campaigns reaching up to 500K+ subscribers, driving engagement, conversions, and brand awareness.
- Designed and produced on-brand creative assets, websites, and event collateral that elevated client visibility and retention.
- Conducted market research, SEO optimization, and performance analysis to inform strategy and improve campaign outcomes.
- Crafted persuasive copy and visuals to strengthen brand storytelling for agency clients.

EDUCATION

Georgia Southern University — Bachelor of Arts in Communications (Minor: Theater)