

ALI MANSFIELD

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- Media production executive with experience producing content & managing workflows to ensure successful ongoing partnerships between production companies, networks, agencies, & major brands
- Senior project manager and solution-based planner with exceptional writing and leadership skills who thrives in a fast-paced environment to cultivate relationships and deliver high-quality projects on time and under budget

SKILLS

◆ Production: Long-Form & Short-Form

Series, Branded & Original Content, Live Action

Production, Campaign Development, & Promo Assets

◆ Proficient in Avid, Adobe Premiere, Adobe Audition, Monday.com, Frame IO, Microsoft Office, Canva Suite

◆ Budgets & Production Schedules

◆ Creative Leadership & Content Partnerships

◆ Improving Workflows & System Creation

◆ Original Concept Creation & Pitch Decks

◆ Winner of 2007 Emmy Award

RECENT PROFESSIONAL EXPERIENCE

Executive Producer/Director - First Media | Do It Different | Instagram TikTok FB February 2025 - Present

- Developed, wrote, directed and produced branded short-form series for So Yummy social platforms with brands such as Coca Cola, Bisquick, and BelGioioso cheese

Executive Producer - NBCUniversal- Gabby's Dollhouse | Bakey with Cakey | YouTube August 2024 - Jan 2025

- Oversaw creative development, wrote scripts, directed on set, and post-produced 10 episode YouTube series resulting in highest-performing NBCU YouTube Kids series with over 3.2M views

Senior Producer - Butternut Media | Cookie Cupcake Cake | Hulu April 2024 - August 2024

- Interfaced with production company executives to create scenes and craft story in post-production for first season baking competition series, managed editing team to hit all production schedule deadlines

Producer - Opt Outside Campaign | REI February 2024 - March 2024

- Executed pre-production and field production for adventure-based social content and commercial for REI's Opt Outside campaign - created shot lists, scouted locations, coordinated props & set dressings with art team, wrangled talent, interfaced with wardrobe department, & conducted calls with post team
- Acted as a liaison between freelance production crew and in-house creative executive team to produce all interior and exterior scenes for client-approved creative deck - maintain producer relationships

Executive Producer, Streaming Production - Tastemade

January 2020 - December 2023

- Collaborated with Content Partnerships team to produce and direct branded long-form and short-form digital series in partnership with Hyundai, Jeep, Boar's Head, Gorton's, Tate's Cookies, & Pinterest
- Streamlined the production process, managed creative development workflows, and oversaw all aspects of production for streaming networks & social platforms within timelines and budget constraints
- Liaised with legal, R&C, strategy, social, marketing, and programming teams to ensure alignment and approval of creative assets and deliverables for all projects
- Interfaced with Marketing, PR, & social teams to identify industry trends and talent to cross-functionally elevate brand visibility through promotional assets, key art, & marketing strategies
- Developed & produced travel series 'Worth the Hype' with a third-party production company becoming the #1 series of 2023 with over 2.4M mins. of watch time across platforms resulting in a Season 2 pickup
- Rebranded, elevated production quality, and produced Season 2 of hit series 'All Up in My Grill' which outperformed network benchmarks leading to Season 3 & 4 pickups and a double episode order

Director of Branded Development - First Media

February 2019 - November 2019

- Worked as a Brand Strategist with Sales & Production teams to create client-facing concepts, RFP proposal decks, pitch decks, series budgets, and sizzles for digital channels So Yummy & Blossom
- Developed branded and original series concepts for Madison Square Garden, Glad, Igloo, Sherwin Williams, & Breyers for social platforms including YouTube, Facebook Watch, and Instagram
- Worked with post team to create branded sizzles using existing original series content and created budgets and timelines for mid-form and long-form series based on client requests and KPIs
- Interfaced with Creative Directors of both So Yummy & Blossom to ensure that original series concepts would be organic to social channel content which resulted in high social video performance

Executive Producer of Branded & Original Content - Kin Community

May 2017 - January 2019

- Interfaced with brands and creators to conceptualize and produce branded content for various social media platforms in addition to developing and producing original lifestyle programming for YouTube and Instagram
- Ideated creative concepts and managed creator-based branded campaigns for Seattle's Best Coffee, EcoTools, The Marvelous Mrs. Maisel, Chex, Dannon, Nordstrom, Nabisco, Pratt & Lambert Paints
- Produced and directed original short-form branded videos for both Kin and client social channels for Valspar, EcoTools, and Seattle's Best Coffee resulting in renewed campaigns for Valspar & EcoTools
- Interfaced with Client Management team to execute sponsored episodes of original YouTube series with talent for WW, Nordstrom, and Amazon
- Produced and directed original female lifestyle YouTube series for the Kin Community network - including fitness, cooking, home design, and style mid-form series with celebrity talent

EDUCATION

Bachelor of Arts, Boston University Major: English - Minor: Anthropology