

# CALEB HARPER OMENS

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## SUMMARY

- Emmy award-winning Executive Producer who thrives on organized chaos, navigating ambiguous challenges, and motivating teams to produce better, faster and smarter
- Detail oriented and strategic, I revel in working on high impact projects that lean cross functionally and globally
- A strong collaborator who is also an autonomous force, adept at cutting through noise to focus on business critical imperatives
- Committed to crafting the best possible results on time and on budget

## EXPERIENCE

### **Executive Producer, Wolfgang LA (Creative Agency and Content Studio), March 2022 - January 2023** *(Full Time)*

- Ran all Agency production spanning Broadcast, Social, Online, (D)OOH, Ecomm and Experiential
  - Led a team of four direct reports and numerous vendor partners
- Formulated and executed strategies of Production efficiencies for Agency Clients that spoke to challenges both known and unknown
  - Aggregated content production, centralized budget management across multiple lines of business
- Balanced often divergent needs of multiple Clients within the limited resourcing of a lean Agency
- **Ask me about: Running a production department at a small, independent agency**

### **Global Director of Film, Estee Lauder Companies, March 2021- March 2022** *(Full Time)*

- Managed production of all film and video content for Smashbox and Glamglow lines of business (primarily Social-based ecosystem), leading a team of 5 direct reports and numerous vendor partners
- Led XFN teams across the Global org in developing business objectives as they relate to media
  - Navigated competing needs and priorities while driving creative point of view to achieve metric based results
- Developed conceptual framework for media planning ahead of production runs to ensure seamless and effective campaign creation
- **Ask me about: Creating high volume social assets for a legacy beauty brand**

### **Sr. Creative Producer, Apple, November 2019 - November 2020** *(Contract)*

- Drove best in class content creation for Apple Marcom across diverse media ecosystems
- Managed multiple business partners with differing needs and perspectives to achieve and exceed agreed upon roadmaps
- Championed best practices for combining traditional media production and emerging technology during the Covid pandemic
- **Ask me about: Working in Apple's culture of relentless pursuit of excellence**

### **Sr. Creative Producer, Google, June 2019 - November 2019** *(Contract)*

- Led the production launch of the Pixel 4 creative ecosystem, including broadcast, experiential, online, and (D)OOH / static assets
- Centralized XFN comms between Marketing, Strategy, Legal /BA, Localization, Creative, UI / UX to assure a realization of aligned vision
- **Ask me about: Global Cross-functional partnership at scale**

### **Specialist Marketing Producer, Facebook, January 2018 - May 2019** *(Contract)*

- Delivered high level integrated marketing content within multiple work streams for Building 8, Facebook's hardware division
- Create and track complex project schedules and budgets, working closely with Creative, Marketing and Engineering teams for aligned exceptional results
- Partnered with Procurement, Legal and Business Affairs on responsibilities including drafting SOWs, reviewing contracts and issuing POs
- **Ask me about: Navigating daily engagement and progress during a time of negative external PR related to Facebook**

## **Commercial Line Producer / Unit Production Manager, 2003 – 2017 (Freelance)**

- Responsible for managing all aspects of physical production in order to execute world-class creative work on schedule and on budget utilizing critical thinking, negotiating and logical reasoning skills
- Duties included: overseeing the casting and location selection processes, appropriate crew and personnel staffing, shooting schedule creation and management, coordinating final deliverable schedule with post production, audio and VFX partners
- Seasoned in the most challenging production scenarios: distant domestic and international locations, multi-camera and multi-unit productions utilizing latest technologies, stunt / pyrotechnic / VFX intense projects, exceptionally aggressive budget and schedule scenarios, inclement weather, water and aerial shooting
- Clients included: Adidas, American Express, Amazon, Apple, Coca-Cola, Hulu, Ikea, L'Oreal, Merrill Lynch, Nike, Revlon, Sprint, Sony, Toyota, Verizon, and others
- **Ask me about: Line Producing iconic and marquee Advertising for some of the most well known brands in the world**

## **Marketing Consultant, CAA, October 2007 – February 2008 (Contract)**

- Instrumental in pitching and bidding new business proposals for the Marketing Department with the goal of cultivating strategic partnerships that enhance the group's Client portfolio
- Collaborated with clients such as Chipotle, Coke, Delta, Ebay, and The Gap to develop non-traditional media strategy and approach across all verticals, then concept, bid and produce myriad projects that fell in line
- **Ask me about: The intersection of Entertainment and Advertising and what the next three years will look like**

## **EDUCATION AND PROFESSIONAL DEVELOPMENT**

### **Sarah Lawrence College, B.A. in Art History**

Bronxville, New York, 1996

*Summa Cum Laude*

**University of London, Courtauld School of Art, History of Art Certification, 1995**

**Emmy Award Winner, Best Public Service Announcement, *Love Has No Labels*, 2013**

**Member, Directors Guild of America, Ongoing**

## **ADDITIONAL SKILLS**

- Highly skilled in managing Marketing Creative Ops (resourcing, budgeting and workflow) in fast-paced, dynamic environments
- Proficient in Marketing Operations Tools: Asana, Airtable, Adobe Creative Suite, JIRA, Microsoft (Excel, Powerpoint), Google Suite
- Experience in partnering with Procurement + Legal on MSAs, NDAs, SOWs, and related vendor onboarding
- Managing Contingent Worker/Freelancer onboarding, payroll and scope
- Fluent in Entertainment Industry Union & Guild rules and regulations (pertaining to project resourcing needs)
- Working knowledge of French