

# ANNABELLE ESTRADA

PRODUCER - STORYTELLER



[www.annabellecanrockanymarketingjob.com](http://www.annabellecanrockanymarketingjob.com)

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## SUMMARY

Creative Producer leading national broadcast and integrated campaigns from concept through post. Proven track record managing multimillion-dollar budgets, cross-functional teams, and high-pressure timelines. Protects creative vision while ensuring fiscal discipline, operational precision, and seamless execution. Collaborative, detail-oriented, and experienced working cross-functionally to support organizational goals. Reliable. Easy to get along with.

Proudly bilingual in Spanish. Agented novelist with editor interest. Relentless curiosity.

## CORE SKILLS

- Production Leadership
- Budget Oversight
- Vendor Negotiation
- Creative Execution
- Cross-Functional Leadership
- Client Relationship Management
- Post-Production Supervision
- Risk Mitigation
- Talent Coordination
- High-Stakes Delivery
- Executive Communication
- Solutions Under Pressure
- Workflow Management

## EDUCATION

- BACHELOR'S IN **MARKETING**  
University of Texas at El Paso

## WORK EXPERIENCE

### INDEPENDENT MARKETING CONSULTANT

2017 - Present

- Led content and video production initiatives for nonprofits
- Developed scripts, assets, and content aligned with brand strategy
- Managed schedules, briefs, and vendor relationships
- Completed digital marketing certifications from Meta & Google

### PRODUCER

**LatinWorks (Now Third Ear, Omnicom)** 2013- 2016

- Orchestrated large-scale commercial productions
- Commanded multidisciplinary teams under tight deadlines and on budget
- Built trusted relationships with Fortune 500 clients
- Ensured flawless execution for national broadcast

### COMMUNICATIONS DIRECTOR

**Better Business Bureau of El Paso** 2009-2012

- Led integrated campaign execution across video, events, broadcast, and digital
- Directed content production and vendor coordination for high-visibility initiatives
- Served as executive-facing communications lead during crisis and rapid-response situations