

WHITNEY FERRIS

PROFESSIONAL SUMMARY

Whitney is an award-winning producer and leader of 15+ years. She has a passion and proven track record for creating a wide array of uniquely impactful creative content, innovating processes for complex cross-functional teams, and driving growth strategically for her companies and clients alike.

WORK HISTORY

Director of Integrated Production, 01/2021 to Current 215 McCann - San Francisco, CA

- Led cross-functional key stakeholders including Xbox platform, eight title game verticals, and LinkedIn LMS and LTS to champion award winning creative and drive growth goals including expanding cross-platform audience +20%, launching four products, and brand repositioning.
- Drove long term vision for 215 Leadership Team by outlining strategic opportunities for growth and provided actionable recommendations in resource allocation, systems improvement and fostering collaboration and agency engagement.
- Established market-leading processes across McCann Worldwide for sustainable production and DEI integration adopted by clients, reducing carbon footprint by 30% annually and improving DEI by 45%.
- Developed and produced McCann's first entertainment streaming series content. Supported partnership deals across clients, suppliers, agency stakeholders, and streaming platforms including Paramount+ and Hulu.

Interim Instagram Head of Production, 01/2020 to 01/2021 PRO Unlimited - Meta, CreativeX - San Francisco, CA

- Partnered with XFNs across Facebook, Blue App, Whatsapp, Messenger, Consumer Marketing, Culture and Community Marketing, Partnerships, and PCOEs in long term strategic planning and execution.
- Managed project opportunities, risks, dependencies, scope changes, and escalate issues as needed. Provided transparency into project status to all stakeholders while tracking progress towards milestones.
- Oversaw budget management, including purchase orders, contracts, expenses, and tracking. Produced video, web, social, photography, animated, interactive, and 360 assets across Blue App ONP, Social and Instagram in feed.
- Improved creative management by developing an operations software platform to onboard, track and manage vendors which sped supplier selection from three weeks and four people to instant execution for one producer.

Executive Producer, 01/2014 to 01/2020 BBDO - San Francisco, CA

- Built and managed multidisciplinary teams up to 15 direct reports. Led project planning, resource allocation, financial planning, risk management and partner communications while overseeing the lifespan of international creative campaigns from ideation to product deployment across multiple platforms.
- Directed and designed new two-year operations roadmap from project intake through launch. Led 120-person organizational shift to improve agency / client relations and stem business growth.
- Conducted analysis and recommended new business services offering and repositioning of digital production development stimulating agency growth of 4% and client savings of \$2M. Competitive position analysis led to new business acquisitions.
- Spearheaded creative development for Wells Fargo. Built a product launch campaign strategy and guided team in conceptualization efforts. Forecasted, A/B tested, and optimized over 500 assets for localization.

CONTACT

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PORTFOLIOS

- <https://www.linkedin.com/in/whitneyferris/>
- whitneyferris.com

NOTABLE BRANDS

- Xbox
- LinkedIn
- Avalara
- ServiceNow
- Barbie
- Wells Fargo
- Chick-fil-A
- Converse
- Delta
- Comcast
- Herdez
- Hewlett Packard
- Motorola

AWARDS

Wharton Award for Excellence in Leadership, AICP Judge, Cannes Lion Titanium Shortlist, D&AD In Book, The Webby Awards, One Show, Effies, AICP Awards, Next Awards, Clio, Addy Awards

EDUCATION

MBA, Operations and Entrepreneurship, 05/2018
University of Pennsylvania - Philadelphia, PA

- Awarded Honored in Leadership Excellence

Bachelor of Science, Economics & Drama, 12/2008
University of California, Davis - Davis

- Graduated with Honors

SKILLS

Strategic Planning
Business Leadership
Operations Management
Team Management
Creativity and Innovation
Contract and Vendor Management
Financial Reporting