

CARMEN YEUNG

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SUMMARY

Strategic and creative operations leader with 20 years of experience managing complex video, event, and media productions across live, digital, virtual, and hybrid environments. Proven ability to bridge creative vision with operational execution, leading cross-functional teams through high-stakes programs, technical production workflows, and performance-driven initiatives. Deep expertise in A/V infrastructure, live production systems, and post workflows, combined with creative direction, content strategy, brand storytelling, and stakeholder engagement. Skilled in developing scalable production operations, optimizing resource planning, and managing budgets. Trusted by senior leadership to oversee executive communications. Adept at working with high-profile clients and stakeholders to deliver impactful, on-brand content aligned with strategic business goals.

SKILLS

Digital Marketing Strategy:

Strategy development and execution, content calendar management, audience analysis and targeted content, platform-specific engagement, brand & product awareness enhancement, digital marketing campaign design & execution, content oversight, performance analysis, partnership negotiation, stakeholders relationship management, web development, digital/web content integration, performance analysis, trend monitoring, SEO & SEM optimization, paid social & digital advertising, marketing data analytics, branding strategies, Google Ads & Analytics

Program & Operations Management:

Executive client relations, cross-functional program execution, campaign strategy, logistics planning, QA process establishment, budgeting, scheduling, financial tracking & reporting, SOP establishment, scalable workflow implementation and optimization, metrics establishment, contract negotiation, copyrights, media licensing and legal releases, location scouting & permitting, talent & crew sourcing, SOW execution, talent and vendors management, legal & procurement coordination, KPI-driven strategy planning, risk mitigation, digital asset management (DAM), SQL

Technical Skills:

Adobe Creative Suite (Premiere Pro, AE, Firefly, Illustrator, Photoshop, InDesign, Animate, Audition, Frame.io, DW), Figma, Canva
Video & photo productions, filming & post-production (green screen filming, studio & field production, audio, editing, encoding, lighting)
Live event & virtual production, streaming (Streamyard, Wirecast, Vimeo Stream, Riverside, OBS, Remo, RingCentral Events)
Agile project management & design (Wrike, Airtable, Asana, Smartsheet, Lucidchart, Power BI, Jira, Monday)
Apple FCP certification, Microsoft 365 & Copilot, Google Workspace certification, Apple Keynote, Numbers, Pages

EXPERIENCE

Content Strategist and UX Consultant | Freelance

06/2025 - Present

- Work with nonprofits and businesses to create and optimize social content strategies that actively drive measurable growth.
- Analyze existing programs, web and social content, employ SEO, topic analysis, and distribution strategies to attract new users on multiple platforms, raising awareness to encourage user actions.
- Develop and implement Go-to-Market(GTM) strategic plans to extend community and audience reach.
- Ensure the presentation, structure, and flow of website content are optimized for usability, engagement, and conversion rate optimization.

Production Manager, Global Design Operations | Emeritus

09/2021 - Present

- Led and mentored a team of producers in planning and executing video and creative productions, ensuring alignment with creative vision, brand standards, and operational efficiency.
- Defined and optimized operational processes by developing and implementing Standard Operating Procedures (SOPs) and workflows to streamline production across departments, which increased technical operations efficiency by 30%.
- Introduced and implemented tools and methodologies by designing and improving global in-house production workflows and setting technical standards, established SOPs for storyboard design, filming and post-production, provided post-production troubleshooting and established QC system to ensure smooth and timely delivery

- Managed end-to-end production budgets, tracking expenses and reducing overall production costs by 25% within the first year.
- Collaborated with cross-functional teams, including legal, business, instructional design, product, finance, marketing, and post-production, external vendors and studio partners, ensuring clear communication and alignment with project goals
- Directed complex productions featuring high-profile Fortune 500 executives, faculty, and SMEs from top institutions such as Harvard, MIT, Stanford, Columbia, Northwestern, UC Berkeley & UCLA, UMich Ann Arbor.
- Built and maintained executive-level partnerships, facilitating stakeholder meetings to align on creative direction, timelines, and final product expectations.
- Sourced and managed global production crews, studios and talent, and negotiated vendor contracts and SOWs.
- Developed marketing content for multiple platforms according to GTM needs
- Managed legal and copyright matters for media assets used in commercial and educational products.
- Led AI-generated technology evaluation and implementation efforts, including A/B testing and AI production tool R&D to optimize cost and enhance production capabilities.
- Provided business and performance analysis to support strategic decision-making and continuous improvement within the producers and post-production team.

Event and Creative Productions & Client Relations Specialist | ASG @Google

09/2019 -10/2021

- Managed end-to-end internal client relations and production workflows for executive events and projects, including SVP+ All-Hands, Annual Shareholder Meetings, and Google (Alphabet) Quarterly Earnings calls.
- Managed production timelines and staffing for a 60-member team, including broadcast engineers, event producers and technicians, ensuring alignment across complex, high-impact workstreams.
- Oversaw comprehensive resource management—staffing, crewing, and task delegation—based on technical requirements and project scope for all projects to maximize operational efficiency.
- Provided strategic technical consultation on internal and external-facing events; advised on technical tools, setup, and best practices for virtual and in-person productions in Google's broadcast event spaces.
- Collaborated cross-functionally with teams across Executive Communications, YouTube, Sales, Ads, Marketing, Android, Legal, People Operations, Finance, and product groups to align on content strategy and production execution.
- Created and implemented executive production SOPs in alignment with Google's global production standards to ensure consistency and scalability.
- Designed tracking systems and conducted data analysis to develop performance metrics and reporting strategies for operational insights and executive decision-making.

Executive Producer & Principal | CAJ Atelier

2017 - 2021

- Produced large-scale private and corporate events (300–10,000+ attendees; \$100K+ budgets) from concept to execution, aligning with branding and product marketing strategies.
- Oversaw logistics, budgeting, A/V technical design, vendor management, and contract negotiations.
- Advised clients on creative and content branding strategy, venue sourcing, vendor selection, both locally and internationally, to achieve planned measurable results.
- Designed branded content, event programs, and immersive production elements aligned with marketing goals.
- Acted as primary liaison between clients and vendors, delivering creative pitches, progress reports, and leading planning meetings.

Production Director & Principal | Advocates for Innovative Media

2010 - 2021

- Directed full-cycle video production and strategic marketing campaigns for diverse industries
- Created SEO-optimized content for digital distribution and B2B engagement
- Led a multidisciplinary team to produce impactful business videos, aerial shoots, and branded stories
- Oversaw all client communications, from pitch to post-production delivery

Creative Producer & Principal | One Day Studio

2009 - 2018

- Produced cinematic and commercial content; led brand design and marketing strategy
- Developed website, ad campaigns, and SEO strategy to drive digital visibility

Film Director & Producer | Leap Into the Blue (released in Feb 2013)

2012 - 2013

Development Director & Show Producer | SFCTC

2006 - 2009

Commercial Producer & Editor | Turnhere / NPS

2006 - 2008

Film Campaign Production Manager | GNN Productions

2006 - 2007

EDUCATION

B.A., Writing for the Media, Journalism | University of Massachusetts Amherst

Motion Pictures and Television | Academy of Art University