

# Derek Jones

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## SENIOR PRODUCER

Creative Leader with 10 years leading high-visibility brand and product storytelling across live action, animation, mixed media, and social. Trusted “connective tissue” between Creative, Marketing, Legal, and external partners, translating business goals into scoped production plans, workbacks, budgets, and clear approval paths. Proven strength in managing agencies and vendors across briefing, production, post, and delivery, while building operational systems that keep ambitious work on track (Workfront, Frame.io). Experienced in navigating complex stakeholder and legal review cycles, with a solid foundation in rights/licensing considerations, talent coordination, and high standards for brand consistency and finishing across multiple channels. Comfortable operating in regulated environments where accuracy, governance, and risk awareness are non-negotiable.

## CORE COMPETENCIES

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**Integrated campaign production (brand + product + multi-channel delivery) • Agency & vendor management (scopes, schedules, approvals) • Production planning (workbacks, resourcing, deliverable frameworks, timelines) • Budget ownership/cost control (budgets, scopes, forecasting mindset) • Legal + compliance collaboration (complex review cycles; regulated work) Business affairs basics: rights, licensing considerations, talent coordination • Workflow & systems building (Workfront, Frame.io; reducing revision churn) • Executive communications / high-stakes stakeholders**

## PROFESSIONAL EXPERIENCE

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Abbott/Lingo • Alameda, CA

July 2025 - January 2026

### **Creative Producer • Full-time • Contract**

- Lead end-to-end production for integrated brand/product campaigns spanning social, video, motion, and partnership content, translating briefs into scopes, workbacks, staffing plans, and deliverable frameworks.
- Manage agency and production partners through bidding, vendor selection, scheduling, and post-production, ensuring creative excellence while protecting timelines and feasibility.
- Partner closely with Legal/Procurement to route NDAs, SOWs, and production agreements, aligning usage rights, deliverables, and approval requirements before cameras roll.
- Own production operations across multiple concurrent initiatives, flagging risks early and driving decisions across creative, marketing, and stakeholders with calm, clear communication.
- Maintain organized asset and project ecosystems (raw footage, b-roll, finals, cutdowns) to enable fast repurposing and scalability across channels.
- Establish repeatable studio workflows (intake, briefing, review cadence, version control, approvals) that reduce ambiguity and improve team throughput.

Confluent • Mountain View, CA

December 2022 - November 2023

### **Senior Video Producer / Interim Director of Video / Editor | • Full-time**

- Led high-visibility brand and product storytelling campaigns from concept to delivery across channels, balancing creative ambition with operational rigor and predictable execution.
- Managed external partners (agencies, production vendors, post teams) through briefing, scoping, production, post, and final delivery, ensuring output met brand standards and stakeholder expectations.
- Built scalable production systems: standardized workbacks, deliverable maps, review cadences, and handoff practices to keep multiple campaigns moving without quality drift.
- Partnered with Legal and internal stakeholders to route approvals and manage vendor agreements (NDAs, SOWs), ensuring compliant, on-time delivery.
- Oversaw resourcing and scheduling across simultaneous priorities, surfacing risks early and providing clear mitigation paths when timelines or scope shifted.

- Elevated quality through daily creative reviews and strong cross-functional communication, ensuring stakeholders stayed aligned on decisions, approvals, and next steps.

VMware • Palo Alto, CA

January 2021 - October 2022

**Senior Producer/Editor • Full-time • Contract**

- Produced multi-channel brand and experiential content, translating marketing goals into production plans, timelines, and deliverables that supported fast-moving campaign needs.
- Partnered with cross-functional teams to manage reviews, approvals, and delivery requirements, keeping stakeholders aligned and reducing late-stage churn.
- Managed vendor coordination, post workflows, and delivery readiness across multiple formats, ensuring consistent quality and technical compliance.
- Strengthened operational clarity by defining intake requirements, scope boundaries, and handoff expectations so teams could move faster with fewer blockers.

Hitachi Vantara • Santa Clara, CA

January 2019 - January 2021

**Video Producer/Video Editor • Contract**

- Improved production operations and spend efficiency by streamlining the review process and eliminating redundant hosting/tools, cutting annual costs significantly.
- Implemented a structured intake and tracking approach that increased throughput and predictability across stakeholder requests.
- Managed production/post delivery across campaigns with organized media practices and repeatable workflows to support content reuse and scalability.

Intuitive Surgical • Sunnyvale, CA

July 2015 - July 2019

**Video Producer/Communications Lead • Full-time**

- Led production of educational and promotional content in a regulated environment, partnering with internal teams to ensure approvals, accuracy, and compliant creative execution.
- Built scalable workflows to improve production efficiency while maintaining high standards for quality and governance.
- Collaborated cross-functionally to align creative strategy, production plans, and distribution requirements, keeping stakeholders informed and aligned.

WWE • Stamford, CT

January 2013 - January 2014

**Senior Video Producer/Production Lead • Contract**

- Produced and directed high-profile storytelling and promotional content tied to marquee events, managing fast timelines, stakeholder expectations, and high creative standards.
- Coordinated talent-facing production logistics and approvals, maintaining consistency across a large volume of deliverables and distribution surfaces.
- Managed vendor agreements and budget approvals to ensure smooth execution from pre-pro through finishing.

Freelance • SF, NYC, ATL

January 2010 - Present

**Creative Video/Producer Communications & Content Strategy Consultant**

- Advised startup, nonprofit, and health organizations on executive comms, internal storytelling, and culture building.
- Delivered strategic content calendars, town hall programs, leadership messaging, and launch communications.
- Created scalable playbooks for onboarding, community building, and program amplification.

## EDUCATION

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**Clark Atlanta University**

Bachelor of Arts in Radio, Television, & Film Production • Atlanta, GA

**CERTIFICATIONS & AWARDS**

- Project Management Certified – Workfront
- 6x Telly Award Winner – Editing, Cinematography, Campaign Storytelling
- Internal Communications & DEI Leadership Champion – Confluent