

KATHERINE SOFFIA

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Experienced and dedicated fully bilingual (English + Spanish) professional adept in Event, Production, and Project Management, with a proven track record of success. Skilled in devising and executing strategies to optimize efficiency, quality, and workflows, driving organizational objectives forward. Committed to client satisfaction, consistently delivering outstanding results with a flexible and proactive mindset.

NBCUniversal Telemundo | Manager, Visual Content Productions **Present**

- Spearheaded the planning, execution, and oversight of content strategy and development initiatives, integrating analytics under the guidance of the EVP of Communications. Managed project finances, campaign schedules, and liaised with both internal and external stakeholders.
- Lead the seamless deployment of an asset management system, optimizing processes for request monitoring. Implemented a structured metadata framework to categorize files and resources, ensuring meticulous organization and maintenance of extensive archives.
- Foster collaboration between creative and marketing teams to ensure message alignment, foster brand coherence, and set forth guidelines to innovate cost-effective solutions for campaigns and launches.

NBC Telemundo | Supervising Field Producer **2020 - 2021**

- Oversee the identification and mitigation of project risks during the execution of Marketing campaigns and promotions. Take charge as the project lead for each campaign's operational budget and deliverables.
- Optimize processes from project initiation to conclusion, acting as a central point of contact across departments to ensure clarity on campaign progress, next actions, deliverables, and timelines.
- Collaborate closely with vendors and internal teams including Integrated Marketing, digital, on-air, off-air, legal, and risk management to develop innovative and cost-effective solutions for domestic and international projects, advertisements, campaigns, and launches.

Mediapro, Miami, Florida | Sales & Development Manager / Production Manager **2017 to 2019**

- Executed budgeting, scheduling, corporate compliance, and logistical tasks associated with overseeing relationships with third-party production companies, both locally and internationally, including the Spain office and studio.
- Oversaw operations for 4 full-service sound studios/stages, focusing on enhancing their visibility and generating new revenue streams.

Televisa International / CIC Media, Doral, Florida | Production & Development Manager **2016 to 2017**

- Acted as the intermediary between third-party production companies and the network for the development of new shows, campaigns, and launches.
- Directed and managed the production process both remotely and on-site for all third-party vendors, serving as the project lead.

NBC Universal / Telemundo, Miami, Florida | Branded Entertainment Producer **2015 to 2016**

- Acted as the bridge between clients and the network, ensuring smooth integrations across both linear and digital platforms for branded project fulfillment.
- Produced vibrant on-air executions for the network's in-house shows and series, managing the production process from ideation to completion.

ShowMobile, LLC, Miami Beach & Los Angeles | Producer/Production Manager **2014 to 2015**

- Spearheaded mobile-first content creation for "ShowMobile," tapping into emerging mobile trends and audience preferences.
- Managed production for two seasons of the digital series "Hit Streak," requiring close collaboration with teams and talent for successful execution.

References are available upon request

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- Viacom Media Networks | Production Manager** **2010 to 2014**
- Production manage for the Tr3s network comprising of 3 live reality/narrative style shows simultaneously.
 - Managed multiple episodes remotely from origination to completion.
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- WPBT2 / PBS, Aventura, FL | Associate Producer / Multimedia & ecommerce Specialist** **2009 to 2010**
- Led all aspects of production planning, including crew hiring, vendor vetting, and budget management
 - Managed segment production, location scouting, logging, and wrap-up procedures
 - Ensured adherence to corporate compliance requirements throughout the project lifecycle
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- Granada Entertainment– Division of A & E Network | Field Associate Producer** **2008 to 2009**
- Overseen field producer's/shooters team based in Miami, Florida.
 - Managed ENG teams, materials and all legalities, deliverables, and area contacts just as all NOK things relating to each case.
 - Liaised between corporate office and City of Miami Police station.
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- Barton G, Miami, FL | Event Manager** **2005 to 2007**
- Managed huge indoor/outdoor events in the U.S. and Latin America from conception to completion.
 - Spearheads managed and oversaw all event planning as well as master calendar.
 - Involved in design, execution plans, layouts, schedules, budget, negotiate contracts and protocol.
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- Pro Player Stadium, Davie, FL | Event Operations Manager** **2004 to 2005**
- Project lead with the Miami Dolphins and Florida Marlin organizations.
 - Managed and oversaw all event planning and master calendar.
 - Involved in design, execution plans, layouts, schedules, budget, negotiate contracts and protocol.
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- Univision Network, Miami, FL | Production Manager - “Caliente” and “Control”** **1999 to 2004**
- Strategized, organized, and supported pre-production activities for television shows "Control" and "Caliente."
 - Orchestrated end-to-end event production, meticulously managing budgeting, travel arrangements, crew recruitment, legal compliance, and procedural protocols.
 - Acted as a vital link between the shows and the network operations department, ensuring seamless coordination and communication throughout the production lifecycle.

GENERAL SKILLS AND COMPETENCIES

- Microsoft Office 360, Microsoft OneNote, Power BI, Word, Excel, PowerPoint, Canva, Lightroom, Bridge.
- Proficient in goal attainment, creative and strategic problem-solving.
- Demonstrates strong ethics, diligence, focus, and organizational prowess.
- Exhibits exceptional analytical, decision-making, problem-solving, and time management abilities.
- Functions adeptly as a team player while also capable of independent work with minimal supervision.
- Skilled in developing and implementing quality management procedures and systems.
- Maintains a positive, mature, and professional demeanor.
- Shows initiative, tidiness, adaptability, and networking prowess.
- Capable of effective communication and relationship-building with clients and colleagues.
- Demonstrates excellence in client service and interpersonal skills.

References are available upon request