

Kris Regentin

Creative Production | Marketing Operations Leadership | Project Management

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CAREER PROFILE

Creative thought leader working at the cutting-edge of production management, strategic planning and project execution to translate ground-breaking concepts into compelling visual and marketing assets that drive meaningful brand engagement. Blend visual storytelling with technical innovation to produce videos, photos and digital collateral that underpin high-impact campaigns, while building and aligning talented teams to deliver against challenging commercial goals. Superior communication skills facilitate strong cross-functional relationships and engender a leadership environment that is conducive to quality, target-attainment and continuous improvement.

KEY SKILLS & STRENGTHS

- End-to-End Project Management
- Video, Photo and Digital Content Development
- Creative Direction and Team Leadership
- Shoot Coordination and Pre-/Post-Production
- Marketing Management, Engagement and Growth
- Campaign Planning and Delivery
- Strategic Planning and Execution
- Detail and Deadline-oriented
- Problem Solving and Solution Development
- Stakeholder Engagement and Consultation
- Cross-functional Collaboration and Teamworking
- Talent Management/Direction
- Calendar, Schedule and Budget Management
- Languages: Fluent in English and Spanish

CAREER HISTORY

Brand Creative Producer – Photo, Video, Digital, Print and Retail

2018 – Present

Nike, APLA brand creative

Complex, multifaceted role encompassing both strategic and creative functions, while driving class-leading brand performance across key digital channels

- Spearhead day-to-day creative operations, promoting a culture of innovation, cross-functional engagement and continuous improvement to align internal performance and outputs with best-in-class standards
- Serve as the operational lead behind a portfolio of ground-breaking brand campaigns and projects, specializing in the photo, video, digital and retail space:
 - Partner with the creative team to evaluate the creative brief, and ensure deliverables align with brand expectations and guidelines
 - Translate the brief into a robust work schedule underpinned with clearly-defined milestones, before sourcing agencies and vendors to deliver against strict timeframes
 - Oversee project development, while driving alignment across all teams and stakeholders – ensuring seamless progress, mitigating scope creep and securing final sign-off
 - Coordinate post-production processes, to include organization, file naming, asset metadata tagging, asset upload (to digital asset management platforms), asset distribution and asset overview grids
- Design and lead end-to-end video, photo and digital asset shoots, from collaborative concept development (in consideration of briefs) to production team sourcing/recruitment, shoot scheduling, oversight (ensuring compelling images are captured) and subsequent quality assurance, labelling, storage and backup
- Work with the creative team (and cross-functional vendors) throughout the post-production process to ensure deliverables meet strict quality standards, and that all timeframes and budgets are adhered to
- Maintain currency of knowledge regarding the overarching brand marketing strategy to ensure all workflows and operations align with and support it
- Apply a data-driven approach to post-project analysis; retrospectively reviewing completed projects to identify pain points to capitalize on opportunities for improved cost efficiencies/budget optimization in the future
- Modernized internal storage systems through the integration of contemporary cloud-based solutions, enabling more organized, detailed and accessible files totalling hundreds of gigabytes in data
- Consulted senior leadership to implement and customize Airtable project management software to elevate project tracking capabilities; providing education and troubleshooting to ensure a seamless transition

Freelance Producer – Video, Photo, Digital, Print

2013 – 2018

- Serviced the production requirements of a diverse client portfolio, translating their specific vision into high-quality commercial and narrative content:
 - Reviewed overarching creative strategies, and built production workflows around them, including structured schedule development, timeframes, budgets, milestones and quality standards
 - Sourced and led the crews required to deliver shoots (director, DOP, camera department, art department, grip and electric, production assistants) – tracking performance throughout
 - Facilitated equipment rental and end-to-end location management, while overseeing talent to ensure high-quality deliverables
 - Liaised directly with cross-functional specialists to support a seamless post-production process
 - Coordinated the financial and administrative aspects of projects, to include crew payment, contract management, personnel rosters, budget tracking and tax information

Notable Projects and Campaigns

- Produced the Adidas NCAA football uniform creative campaign, the Adidas 2018 World Series vending machine activation, Carhartt 2018 Holiday “Letters to Mentors” commercial production, Rumpl “Many Moons” campaign, and countless music videos with CVCC TV Productions.

Producer

2012 – Present

A Weather Walked In

- Foster a strong consultative partnership with Charlie Haughey, a Vietnam War veteran with a collection of 3,000+ never-published film photographs to support a range of creative projects and initiatives
- Lead the planning and execution of multiple gallery print shows, including a 2017 Gallery exhibition at ADX Gallery in Portland, OR and a 2017 Gallery exhibition at Willow Valley
- Drive meaningful engagement through effective marketing/brand management, via press releases, public relations efforts, and digital promotional/press materials – including notable Boston Globe and Atlantic pieces
- Employ best practice in physically producing prints, in accordance with established archival gallery quality production procedures for framing, matting and generating certifications of authenticity
- Leverage technical expertise to restore a portfolio of images for display
- Orchestrated the creative and logistical aspects of a self-funded book of his works
- Preserve and maintain an extensive photo archive
- Currently in creative development for a documentary detailing his life and photo collection

Project Management/Brand/Communications

2011 – 2013

ADX Portland

- Drove sustainable brand/organizational engagement through expert social media and communications management; creating compelling campaigns and strategies that supported start-up growth
- Applied a data-driven approach to the design and implementation of the overarching marketing strategy
- Consulted on the writing process to streamline content and ensure compelling, credible storytelling
- Established and embedded a consistent brand identity in all outbound collateral to nurture sustainable engagement
- Delivered a suite of video and video projects, while managing the company’s social presence across multiple channels
- Served as in-house photographer, providing photos and quality written content for weekly blog publications

PREVIOUS CAREER HISTORY

Project Coordinator

2008 – 2010

Leopold Bachmann Stiftung, Zurich CH

TECHNICAL SKILLS

Software & Tools: Airtable, Monday.com, Google Sheets, Basecamp, Smartsheet, Asana

Equipment: Mac and PC, Camera department equipment, G&E equipment

HOBBIES & INTERESTS

- Passionate member of the Portland motorcycle community for over a decade, riding and racing motorcycles in the Pacific Northwest, building trails, and organizing events.
- Active member and current secretary in non-profit motorcycle club SFRC; team manager of BGMC Racing, currently racing the legendary SCORE Baja 1000 in Mexico.
- Shot film and digital photos for many years, and have a deep love for film photo workflow, film preservation, and film prints.