

# SOSIA ALLYNE BERT

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sosiabert.com

sosiab@gmail.com

Award-winning producer, executive producer, and program manager, leading teams in concepting, strategy, and development of cutting-edge projects. More than 19 years of experience in the creation of effective and high quality work.

## EXPERIENCE

META - REALITY LABS

MARCH 2022 – APRIL 2023

Integrated Program Manager

Extended skillsets gained from production and company-building experience to the program management role as an end-to-end operational hub amongst XFN and marcom teams.

Shepherded and elevated marketing campaigns and content for VR hardware products, game titles, and other company brand initiatives from strategy through delivery. Worked within the Reality Labs marcom team on different product campaigns including the go-to-market launch of the Meta Quest Pro headset.

ARTS & LETTERS

AUGUST 2020 – MARCH 2022

Freelance Producer

Content production, post-production, and end-to-end project management for multiple campaigns in a client-facing role for Google hardware and programs, new business, as well as production on AR and other digital projects.

LUCKY GENERALS

DECEMBER 2019 – APRIL 2020

Freelance Producer

Produced and oversaw a variety of digital and animated content projects for CPG and telecommunications clients, as well as a design and fabrication project for a cocktail glass.

ARMADA

MARCH 2017 – DECEMBER 2019

Founder and Executive Producer

Co-founded a creative production company taking on design, UX, digital development, motion graphics, live action, creative, and post projects. Clients included R/GA and Samsung in association with Fortnite, UberEats, Google, B-Reel, Chan-Zuckerberg Initiative, Deloitte, Hugu, Man Repeller, Missing Pieces, Olay, Camp + King.

FACEBOOK / HUGE / THE NEW SCHOOL / EKO

APRIL 2016 – JANUARY 2019

Freelance Producer and Executive Producer

Interactive, motion, and live action production at a variety of wonderful companies including the production of 28 pieces of live action and motion graphics content at Huge, Inc. for Comcast, and website building and management as well as agency sourcing and consultation for Facebook.

MOTHER NEW YORK

JANUARY 2014 – MARCH 2016

Head of Digital Production

Oversaw all digital production, drove digital and social growth and education in the agency. Produced digital, social, and experiential projects hands-on. Client-facing agency leader. Built and managed a team of 5, providing additional support within the agency to a group of 20. Guided digital and social growth and education throughout the agency in scope, talent, structure, and process. Produced the redesign of all agency online presences and oversaw Mother's social platforms. Executive produced one of the most award-winning projects in Mother's history. Supported successful new business pitches.

Clients – Stella Artois, Target, Microsoft, James Patterson, CB2, Tanqueray, Virgin Mobile, Zaha Hadid, Related Development, Home Depot Husky Tools, Microsoft, Black Magic, Google, Oscar

YOUNG & RUBICAM NYC

JANUARY 2012 – JANUARY 2014

Executive Producer of Digital Content

Oversaw all digital production and drove digital growth throughout the agency. Implemented a digital education program and produced several award-winning campaigns for Dell and Range Rover.

Clients – Range Rover, Microsoft, Virgin Atlantic, Dell, Xerox, UNCF, American Girl Doll, JC Penney, Green Mountain Coffee, Fisher Price, US Olympics Committee, Footaction, Pepperidge Farm, Campbell's, Hillshire Farm, Ballpark Franks

GOODBY, SILVERSTEIN & PARTNERS

SEPTEMBER 2007- JANUARY 2012

Senior Interactive Producer March 2008 – January 2012

Interactive Producer September 2007 – February 2008

Oversaw 5 mid-level and junior producers. Researched and produced high-visibility projects including websites, social projects, and banner ads with live action and still shoots, 3D animation, and front and backend development using external developers. Helped to implement process. Started an agency blog for Digital Inspiration which included social feeds and bi-weekly emails sent to the agency and clients. Produced one of the most award-winning projects in GS&P history.

Clients – Chevrolet, got milk?, Doritos, TD Ameritrade, NBA, Sierra Mist, Hyundai, GE, Propel, Hewlett Packard

- Employee of the Month November 2010

CRISPIN PORTER + BOGUSKY

MAY 2006 – AUGUST 2007

Integrated Producer February 2007 – August 2007

Junior Integrated Producer May 2006 - January 2007

Produced integrated and interactive projects from banner ads to websites using internal and external production partners, including live-action shoots,

Clients - Coke Zero, Sprite, Slim Jim, Volkswagen, Burger King, Ask.com, Nike

PUBLICIS & HAL RINEY

DEC 2002 - MAY 2006

Broadcast Assistant June 2003 – May 2006

Creative and Broadcast Receptionist Dec 2002 - Jun 2003

Produced TV spots, radio spots, animatics, Brand websites, banners, and games and assisted producers and business affairs managers.

Clients – Sprint, Hewlett Packard, 24 Hour Fitness, SF Opera, Beringer Wines, Wellpoint Insurance, Peter Kim Jewelry

## EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

B.A. Mass Communications 2001

Alumni Scholar Award 1997

THE PRODUCT SCHOOL

Product Management Certification 2017

Interest in the tech industry led me to pursue education in product management to enhance my skillset and understanding of the structure and responsibility of roles in startup and technology companies.

## AWARDS AND HONORS

Can be viewed at <http://www.sosiabert.com/awards> including Samsung/Fortnite - Cannes Top 10 Most Popular Global YouTube Ads 2018-2019