

BENJAMIN BRAVERMAN

CREATIVE PRODUCER

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SUMMARY

Creative Producer with 7+ years leading integrated marketing campaigns and brand content — video, social, and web — from concept through delivery. Experienced in creative production and marketing operations, managing high-volume pipelines, production budgets, shoots, and freelance and production-partner relationships for tech and consumer brands. Hands-on production and post background with a focus on building smarter workflows and delivering high-quality creative efficiently.

EXPERIENCE

Creative Producer | *Toast Media Group* Jan 2025–Present

- Lead 20+ creative projects per month across social, product marketing, customer education, testimonials, branded content, and paid media, managing production from kickoff through final delivery.
- Build and manage production budgets, source vendors and crew, negotiate rates, and make resource tradeoffs across shoots and post-production. Managed a \$49K budget for DoorDash's seven-video multilingual merchant education series, delivering under a \$60K production ceiling.
- Built a network of 15+ creative partners — including photographers, production companies, freelance editors, and videographers — sourcing and vetting talent through portfolios and paid tests, matching partners to project needs, and managing up to 4–5 concurrently.
- Rebuilt the company's Airtable production workflow, replacing manual freelancer ticketing with a Creative Hub that syncs work across 7+ client accounts. Introduced Shade and improved review, handoff, and asset management workflows across the creative pipeline.
- Produce consumer-facing photo and video campaigns across organic social, paid media, and web, including product launches, executive and customer talent, product photography, and channel-specific creative for clients including DoorDash and NextSense.
- Partner across marketing, product, design, customer success, and legal while using AI and automation to streamline production, post, and localization workflows.

Freelance Creative Producer / Marketing Consultant | *Independent* Oct 2023–Dec 2024

- Provided creative and marketing support for small businesses across website development, social video production, and social strategy, managing projects from client needs through execution and delivery.

Video Producer / Editor | *Gallery Media Group* Apr 2021–Sep 2023

- Produced and edited social-first editorial content for ONE37pm, developing stories and delivering platform-specific creative for high-volume social distribution.
- Managed production and post across rapid-turn content using Monday.com to track deadlines and deliverables, combining hands-on shooting, editing, motion graphics, and narrative development.

Freelance Editor | *Independent* 2019–2020

- Edited The Keto Woman docuseries under a University of Florida professor, partnering directly with SlimFast marketing stakeholders and Naomi Whittel's team to align edits with brand messaging.
- Engaged directly by SlimFast following project completion to produce the docuseries' social media rollout across SlimFast's and Naomi Whittel's Instagram and extended social channels.

SKILLS

Creative Production • Marketing Operations • Budgeting & Resource Planning • Vendor & Freelancer Management • Photo & Video Production • Creative Operations • Monday.com • Airtable • Shade • DAM & Review Workflows • Workflow Automation • Adobe Premiere Pro • After Effects • DaVinci Resolve • Runway • HeyGen • AI-Assisted Production & Localization

EDUCATION

B.S. Telecommunication — Cinematography & Film/Video Production | University of Florida 2015–2020