

AMY YVONNE YU

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INTEGRATED PRODUCER

INTEGRATED PRODUCTION | STRATEGIC CONTENT DEVELOPMENT | CLIENT RELATIONS

Visionary Creative Producer with over a decade's worth of unmatched experience in crafting and executing high-impact photo shoots, commercials, videos, and experiential marketing campaigns for international brands. Renowned for a unique blend of creative vision and strategic execution. Gained extensive expertise in creating mobile-focused advertisements, nurtured by a 'social-first' mindset, during extensive tenure at Meta. Proficient in managing comprehensive production processes, from conception to fruition. Successfully led top-tier productions across 32 countries, earning substantial industry acclaim and awards. Established a history of collaborating with A-list celebrities and notable individuals, capitalizing on exceptional networking skills.

LEADERSHIP IMPACT

- **GLOBAL RECOGNITION** Spearheaded multiple award-winning projects, including high-visibility campaigns for Meta, Levi's, and Visa, showcasing ability to elevate brand narratives through creative excellence.
- **INNOVATE CAMPAIGNS** Produced the "Live in Levi's Project" and Visa FIFA 2014's "Samba of the World" 32 interactive films, receiving international acclaim for creative approach to storytelling and engagement.
- **CREATIVE VISIONARY** Led marketing strategies and content creation for Humane's inaugural wearable AI device.

CAREER HIGHLIGHTS

Humane

San Francisco, CA | 2023 – Present

Launch/Executive Producer

Create visuals, videos, and social content to meet marketing and packaging requirements. Spearhead the standardization of production processes and workflow implementation to align with creative vision and organizational objectives. Direct the pre-production activities, including script development, casting, and budget management with the Founders' input. Facilitate collaboration across creative, marketing, and production departments to deliver high-quality content on time and within budget. Streamline production documentation and manage external business affairs to optimize operational efficiency. Engage in collaboration with photographers, directors, and other creative team members to craft captivating narratives and overall campaign ideas to launch a new category. Offer guidance and constructive feedback to advertising agencies while working alongside Founders throughout post-production to ensure the final deliverables meet quality standards.

"Amy is truly exceptional—a standout professional in the industry. Her practical approach, strategic mindset, and blend of expertise bring immense value to both process and final output. Bridging client and agency perspectives effortlessly, she navigates with flexibility and sagacity, seen as indispensable regardless of the side she's on. Amy delivers creativity and operational excellence, always keeping a keen eye on the business aspect."

Silvia Brihy, Group Account Director, AKQA Bloom

- Elevated production quality by developing and executing innovative workflow strategies, resulting in seamless project transitions from conception to wrap.
- Minimized marketing expenses and enabled the delivery of projects within financial constraints by instituting rigorous budgeting and project management protocols.
- Boosted team performance and optimized project outcomes through effective leadership, strategic hiring, and comprehensive performance evaluations.
- Pioneered the integration of standardized production documentation, significantly improving project tracking and cross-vendor communication.
- Strengthened advertising agency relations, leading to the creation of impactful campaigns across various mediums and a coherent marketing strategy in alignment with the organization's objectives.

Freelance

San Francisco, CA | 2012 – Present

Executive Producer, Sr. Integrated Producer, Producer, Line Producer

Oversee end-to-end production processes for photo shoots, commercials, videos, and experiences for various clients and companies, as well as take on roles in ad agencies and line production as needed. Consult with clients to understand specific requirements, align projects with business objectives, and provide expert guidance on production and creative aspects. Deliver engaging presentations as a public speaker for prominent companies like Apple, Levi's, and National Geographic to share insights into current production nuances and creativity.

"It's quite a project across four apps [for the Olympics], five director/production companies, two weeks of shoots across six global locations plus agency integration. Just wanted to express my gratitude by saying THANK YOU for all that you do and how you do it effortlessly and with grace. We appreciate you so much!"

Joyce Chen, Head of Production, Meta Creative X

- Regular contributor to The Selby, a renowned lifestyle website and book series, while contributing as Casting Director and Producer for Edible Selby, Researcher for Fashionable Selby, and Casting Director for The Selby Comes Home.
- Headed the launch of high-profile campaigns, including Meta Brand campaigns, Levi's x Justin Timberlake for AKQA, and Apple Pay for Elephant.
- Steered the production of noteworthy projects, such as the Peloton Holiday Scrooge campaign for adam&eveDDB, and Summer Olympics campaigns and the Internet Regulations TV spot for Meta.

Senior Integrated Content Producer

Led the production of multimedia content, encompassing stills, videos, and experiential marketing projects from concept to completion. Managed scoping, planning, costing, and timing with a focus on optimizing project lifecycles. Collaborated with cross-disciplinary teams including account management, strategy, creative, and post-production to facilitate project execution. Demonstrated agility in navigating project ambiguities, implementing solutions, and maintaining project health through diligent monitoring of people, budgets, time, and status. Administered post-production processes for media projects, including CGI, editorial, motion graphics, music search, licensing, and retouching.

"In pursuit of the right shot Amy has MacGyver like ingenuity and stop-at-nothing persistence. She's a delightfully positive person. She is also a magnet of interesting."

Neil Robinson, Executive Creative Director, AKQA

- Earned a spot on the Cannes Cyber Lions 2015 Shortlist and AICP 2015 Next Awards Shortlist for Best Integrated Campaign by producing 32 globally recognized :90 videos for the Visa FIFA 2014 Samba of the World interactive films.
- Enhanced brand engagement by producing videos in eight languages for the Live in Levi's Project, showcasing the brand's global reach and versatility.
- Drove brand visibility during the NBA All-Star Game 2014 by producing livestream interviews with star athletes and celebrities, still photography, videos, and coordinating a digital summit VIP event for Nike Air Jordan.

- Improved efficiency and consistency across all production activities by streamlining production documentation and processes.
- Contributed significantly to Google's product visibility by launching three new product videos for the Google I/O Conference 2013 to effectively communicate product features and innovations.

AREAS OF EXPERTISE

Visual Storytelling

Integrated Content
ProductionStills, Videos, and
ExperientialProcess
Standardization**EARLY CAREER HISTORY**

PRODUCER & ART BUYER, FCB – San Francisco, CA

ART BUYER & TRAFFIC MANAGER, ATTIK – San Francisco, CA

PROJECT ADMINISTRATOR, FatCat Digital – San Francisco, CA

EDUCATION

BACHELOR OF ARTS, ART STUDIO, University of California, Davis, CA

AWARDS & HONORS

AICP Awards Advertising Excellence/Campaign Winner (Meta Summer Olympics)

Food Film Festival Food Porn Award (Black Sesame)

Winterbotham Darby Food Film Shorts Winner (Black Sesame)

Cannes Silver Lion Innovation Use of Technology (Destiny 2 Ghost Skill)

AICE Winner Sound Design (Black Sesame)

Cannes Cyber Lions Shortlist (Visa Samba of the World)

AICP Next Awards Shortlist Best Integrated Campaign (Visa Samba of the World)

Planet Magazine Global Travel Photo Contest Honorable Mention

International Society of Photographers: Best Amateur Photographer Nominee

SF Weekly: Best DJ in San Francisco

Photographer's Forum: Finalist Annual Spring Photography Contest (3x)

7x7 Magazine & Southern Exposure: Finalist of Bring on the Night Photography Contest

Photographer's Forum: Finalist of 20th Annual College Photography Contest

Math Olympics 1st Place Regional

ADDITIONAL PORTFOLIO ACCESS

For a more comprehensive view of my work, including projects for companies, such as Apple, Lyft, Meta, and others, please visit:

URL: <http://www.virtuallynonexistent.com/secret.html>

ACCESS CODE: secret

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