

Cedric Mazzara

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HEAD OF PRODUCTION

Brand Innovative Leadership – Corporate Growth Initiatives & Negotiating – Global Marketing – Tactical Consumer Branding
Content Production & Planning - Streamlined Product Operations – Regulatory Adherence – Profit and Loss Oversight

Results-driven senior commercial production producer with over a decade of proven success in shaping deadline creative direction, project planning, spearheading content creation, and elevating consumer branding strategies. Recognized for optimizing operating margins and net income through the establishment of sustainable revenue streams, driving market share growth, and enhancing brand visibility. Adept at achieving performance excellence by closely monitoring KPIs and aligning resources with targeted objectives and timelines. Demonstrates a track record of consistently surpassing ambitious goals in highly competitive environments.

Serves as a trusted advisor and confidant to executives, organizational partners, management teams, and staff. Inspires teams to identify and pursue hidden opportunities, fostering the development of innovative solutions through collaboration with key stakeholders and influencers. Specializes in transforming underperforming individuals and groups into invested and loyal teams, dedicated to achieving unprecedented results.

PROFESSIONAL EXPERIENCE

Independent UPM/Producer and Production Ventures

02/2003 - 2005 | 08/2011 - Present

COMMERCIAL, TV & FILM PRODUCTION AND OPERATIONS MANAGER

Partnered and coordinated efforts with production companies to include Supply&Demand, @radical.media, PrettyBird, Tool, H.S.I, Smuggler and RSA Films to deliver high quality TV spots and commercials designed to promote and increase viewership.

- Prioritized \$3 million budgets in developing over 75 commercial spots for top brands including Amazon, Nike, Google, Gatorade, and Chevy.
- Managed over 100 staff and contractors for a \$350,000 project to achieve completion of an ambitious one-day, multi-location shoot involving simultaneous live feed video; came in under budget and saved client Teleflora \$8000.
- Facilitated and sustained a collaborative creative agreement between talent and crew throughout the entire production process, from pre-production contract negotiations to on-set shooting, adeptly addressing and resolving disagreements as they arose by proactively presenting different ideas to accommodate all parties. Scheduled, planned and scouted for all digital media production shoots.
- Client management while handling team collaboration with industry leading advertising agencies to include Doner, McGarry Bowen, CPB, BBDO and Saatchi & Saatchi.

Startup & Investment Ventures, Los Angeles, CA

02/2016 - Present

FOUNDER AND MANAGING DIRECTOR – TURNKEY VISION, LLC., LOS ANGELES, CA

A consulting firm dedicated to meeting the unique identity and brand development needs of boutique and industry-recognized cosmetics brands. Leads and manages team of seven in cosmetic white-label branding family of products. Holds accountability for all strategy, sales development, and expansion initiatives.

- Managed \$600k production line budget in creating product line for Revolve. sourced formula, components, and product line manager.
- Recently acquired LOI from NBA star to start a men's grooming line.
- Developed program for co-branding cosmetic products for independent and boutique clients serving a wide variety of audiences and target markets.
- Coordinated, attended trade shows and finalized manufacturing and packaging contracts and options within the US and China.

BUSINESS DEVELOPMENT & PARTNER – CRYOCAFE, WEST HOLLYWOOD, CA

04/2017 - 11/2020

An innovative wellness center health maintenance and wellness treatments with an informal, café-culture approach.

Rallied three co-founders in raising \$800,000 from accredited investors to open flagship location for novel personal care therapy.

- Grew social media following to 10k within 38 weeks with a minimal budget, expanding marketing efforts to new platforms and managing online social media and co-marketing campaigns launch.
- Built client base and generated revenue to substantiate the addition of two more locations within the first two years in operation.
- Oversaw business plan development and participated in multiple revisions to business structure and organizational determinations to facilitate scaling, growth and customer service.

DIRECTOR OF PARTNERSHIPS – THE STYLE CLUB, LOS ANGELES, CA

03/2016 - 12/2018

An international women's clothing brand designing limited edition vintage and art-inspired apparel for select retailers.

Accountable for securing retail partnerships buyer relationships, soliciting major brands for retail space; gained placements in well-known and exclusive retail spaces to include Urban Outfitters, Nordstrom, Macy's and numerous boutique retail outlets.

- Enabled \$500,000 investment from Mark Cuban after securing pitch spot on 'Shark Tank' TV show, raising over \$500,000 from Mark Cuban for manufacturing and merchandising growth.

Ridley Scott and Associates Films, West Hollywood, CA

03/2005 - 08/2011

A leading film and advertising commercial production company with an estimated annual revenue of \$100 million.

DEVELOPMENT CREATIVE | DIRECTOR'S ASSISTANT

Supported television production and development efforts by deconflicting competing projects, tracking potential spec scripts, and monitoring new talent. Reported to Ridley Scott & Carl Rinsch

- Hand-selected to support \$175 million project, the highest film budget to date at that time, as Director's Assistant to acclaimed director Carl Rinsch.
- Coordinated commercial treatment and post-production schedules for foreign commercial companies.
- Cultivated meaningful and mutually beneficial relationships with writers, actors, agents, and managers through various project stages. resulting in best collaboration and work ethic through completion.

Broadcast Media & Entertainment Internships

08/2001 - 03/2002

RESEARCH & SALES INTERN – ACADEMY OF TELEVISION ARTS & SCIENCES, BURBANK, CA

A nonprofit organization devoted to the advancement of telecommunication arts and sciences and to fostering creative leadership.

Gained introduction to financial analysis involved in affiliate sales and industry specific approaches to marketing, promotions, program development and production in both domestic and international markets of television distribution and syndication conglomerate.

- Participated in media research, analyses for home video, consumer products pitches and press kit development.
- Conducted Script coverage, utilizing analysis and grading rubric to predict project profitability and viewer interest.
- Conferred with staff in Animation, Consumer Products, Television production and Business affairs departments to foster holistic understanding of internal business units explicit and implicit needs.

STRATEGIC PROMOTIONS INTERN – WARNER MUSIC GROUP, BURBANK, CA

08/2001 – 03/2002

An American multinational entertainment and record label conglomerate positioned as the third largest in the global music industry.

- Conducted market research to create segmented pitches for prospective clients. Organized reports of current and potential partner activities and prepared them for Beth Ann Hilton

DEVELOPMENT INTERN – FOX TELEVISION STUDIOS, CULVER CITY, CA

08/2001 – 03/2002

An American television production company owned by The Walt Disney Company.

Provided script coverage and analyzed TV production and programming cycles. Developed foundation for understanding of project budgeting, network dynamics, studio operations, and greenlighting process.

RESEARCH & SALES INTERN – THE WB | KSWB5, SAN DIEGO, CA

04/2000 – 03/2001

An American TV network once recognized as the 5th largest major broadcast network in the US with programming targeting teenagers and young adult audiences.

- Entrusted to research and write publicity and sales-oriented one sheets and Scarborough™ reports for use by marketing and sales teams. Utilized TV-Scan™ and Nielsen overnights to make spread sheets for Book Break Out and acquired fundamental understanding of station operations related to Nielsen data.
- Embedded with Telepictures, a subsidiary of Warner Bros., to gain exposure to production, post-production, budgeting and scheduling events and timelines.

EDUCATION, TRAINING, CERTIFICATIONS & TECHNICAL PROFICIENCIES

University of California (UCSD), *Bachelor of Science in Economics; concentration in Business Management Science*, San Diego, CA

Technical proficiencies include; Mac and Microsoft Office OS, MS Office 24, Slack, Hot Budget, Google, Asana, Powerpoint, Access, Project Management Software (Monday, BaseCamp), Adobe CS, – Fluent French

Project Management Professional (PMP Certification) & Lead Six Sigma Black Belt (Product Management Certification)

ASSOCIATIONS, AWARDS & COMMUNITY

Cannes Lion International, *Clio Award*; recognized for creative innovation and excellence in advertising content.

Best Buddies International, *Regional Leader*; a volunteer based nonprofit organization dedicated to serving individuals with intellectual disabilities in building and maintaining meaningful employment opportunities, community relationships, and friendships.