

JEN YIH

Executive Producer

she/her
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971.678.9515
portland, or

Brand Experience

Nike
Verizon
Adidas
Spotify
Mozilla
Levis
Roxy
Stanley
Pendleton
Columbia Outerwear
Riddell Football
24 Hour Fitness
Rocawear / Marc Ecko
CLIF Bar
Smith Optics
Carrera
Suncloud
Forecast
Lifeproof
Otterbox
Jeep
Honda
Manera
Polartec
Thermarest
Title Nine
Seagate
Washington Post
Porsche
Formula 1
Niantic Labs / 8th
Wall



SKILLS

Video, photo, design, animation, digital product design and development management (UI/UX)

EXPERIENCE

Executive Producer

In Good Taste LLC [23-24]

Spearheaded high-budget productions exceeding \$3 million each, overseeing all aspects from inception to completion. This role involved directing creative teams, cultivating client connections, mentoring employees, + coordinating vendors and partners. Notable clients: Formula 1, Columbia Outerwear, 24HR Fitness, People for Bikes, Sustainable Ocean Alliance, Forge & Bond

Executive Producer

Council [21-24]

Led company-wide management workflows & timelines, built client relations & scoped new ventures in emerging tech & digital product design. Noteworthy clients: Spotify, Megaphone, Mozilla, Washington Post, Walmart Incubator, Hologram Labs (Phenology & Momentous), Niantic Labs, 8th Wall

Producer (Contract)

Jen Yih LLC [17-22]

Contracted producer/project manager, brand consultant, marketing manager. Founder of Ninety Collective Boutique Creative Agency. Noteworthy clients: Stanley, Porsche Vasek Polak, Levis, Lifeproof, Verizon, Adidas, CLIF Bar, Solara Suncare, Roamers, Monster Children, SuperShe Island, Herewith Magazine, Surfergirl Magazine, Pendleton, AKHG, Duluth Trading Co.

Founder

Bacana Cowork [22-present]

Founder of a creative studio and coworking space on Oregon's North Coast.

JEN YIH

Education

BA Political Science
University of
Wisconsin Madison
(graduate 2013), John
Cabot University Rome
(2012), Loyola
University (2009)

Certified Nutritional
Therapist, NTP
Association (2020)

Languages

English (native)
Brazilian Portuguese
(convesational)
Italian (basic)
Previous residency:
Brazil + Italy,
visited 40+ countries

EXPERIENCE cont.

Model / Athlete

Option Models

Creative Manager

Smith Optics / Safilo Group Italia [15-17]

Managed brands global creative, marketing, product, design, production and sales integration. Responsible for seeing project execution from the product inception, marketing/creative ideation & campaign planning to final commercial and trade production and execution. Internal brands: Smith, Carrera, Suncloud, Forecast

Producer / Project Manager

Empire Green Creative [13-15]

Led development and execution for final advertising materials from project inception to final delivery. Managed client relationship and communication regarding project timelines, budgets, and deliverables, agency client work flows, estimates, invoices, and communicating updates or deadlines. Negotiated funding with financial backers, controlling and allocating budget and resources. Organized production crew, equipment, location, and schedules. Supervised photography and film projects from preproduction, production, thru post production. Noteworthy clients: Nike (Training, SB, Baseball, Soccer), Iconix Brand Group, Riddell Football, Rocawear, Marc Ecko, CLIF Bar

References:

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