






# JENNIFER CHEN

Executive Producer, Content

## CONTACT

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 Seattle, WA

## SUMMARY

I've been creating content for brands from retail, cpg, pharma, fine art to tech—shepherding agencies and clients through the production process from inception to completion—for 15+ years.

I've led integrated campaigns for YouTube, Sprint, Facebook, Under Armour, and Honey Maid; managed budgets spanning \$50K - \$5M. At Droga5 ("[Agency of the Decade](#)"), I led their first ever original content program for Mailchimp— a slate of shows varying from scripted to unscripted live action series, podcasts and animations streaming on Mailchimp.com.

A strategic and creative producer, I'm also a collaborative partner, fostering teams, working cross functionally, improving processes, and upholding high standards. My work has been recognized in industry awards (D&AD, Cannes Lions, Clios, Effie's).

## EDUCATION

New York University  
2004  
  
Bachelor of Science  
Mass Media and  
Communication

## EXPERIENCE

**AIRBNB • May 2022 - Current**  
Executive Producer

**FREELANCE • Jul 2019 - May 2022**  
Senior/Executive Producer

Droga5, NY  
Amazon  
Facebook (Facebook Reality Labs)  
Airbnb

**DROGA5, NY • Dec 2014 - Mar 2019**  
Executive Producer (Feb 2018 - March 2019)  
Senior Producer (Dec 2014 - Feb 2018)

Clients: Under Armour, Google, Sprint, Audible, Mailchimp, Chase Bank, Mondelez, Reckitt Benckiser, Ancestry.com, Christie's

**FREELANCE • Sep 2011 - Dec 2014**  
Senior Producer

JWT, NY  
Y & R, NY  
Nomad Edit, NY & LA  
Lost Planet, NY  
Joint/Wieden + Kennedy, NY  
Barkley, Kansas City  
Driver TV, NY  
The Joey Company, NY  
Figliuolo & Partners, NY  
Lowe Campbell Ewald, NY  
Carbone Smolan Agency, NY

**CDMiCONNECT + LINK9, NY • May 2009 - Sep 2011**  
Senior Producer

An interactive agency and post-production company specializing in pharmaceutical and healthcare clients. Managed all production end to end, including editorial and post-production in-house.

Clients: Viagra, Lyrica, Genentech, Novartis

**MCCANN ERICKSON, NY • Jun 2004 - Feb 2009**  
Freelance Broadcast Producer, Dec 2007 - Feb 2009  
Assistant Broadcast Producer, Jun 2005 - Jun 2007  
Production Coordinator, Jun 2004 - May 2005

Clients: Intel, Kohl's, J&J, Pfizer, Wendy's, L'Oreal, Exxon Mobil, Cadbury Adams

## EXPERTISE

Branded Content  
Integrated Advertising  
Broadcast Film  
Production  
Editorial + Post  
Management  
Creative  
Identifying Solutions  
Establishing Processes  
Having a sense of Humor  
Communication  
Organization  
Collaboration