

# KERRY LIEN

## SENIOR PRODUCTION & BROADCASTING EXECUTIVE

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### PROFESSIONAL SUMMARY

- Senior media production and broadcasting leader with 15+ years of expertise in managing high-performing teams and implementing strategies, projects, and partnerships to deliver high-impact media content, driving brand visibility and growth in dynamic environments.
- Excels in directing live broadcasts, executing innovative production workflows, and managing post-production processes, leveraging cutting-edge technology to deliver top-tier content and optimize production efficiency across all stages of the production life cycle.
- Integrates data-driven insights and industry expertise to craft innovative content, outpacing competitors by staying ahead of trends and maintaining brand identity while facilitating cross-functional collaboration and team training to foster a culture of growth and innovation.

### AREAS OF EXPERTISE

- Organizational Leadership
- Strategic Planning & Direction
- Video Production Management
- Project & Program Management
- Broadcasting Operations Management
- Innovation & Technology Integration
- Media Asset Management
- Event Planning & Execution
- Content Production
- Stakeholder Management
- Budgeting & Resource Allocation
- Programming Strategy
- Production Planning & Logistics
- Strategic Partnerships & Alliances
- Audience Engagement
- Brand Development & Promotion
- Audience Research & Analysis
- People & Team Leadership

### CAREER HIGHLIGHTS

- **Initiated a transformative process improvement** at Salesforce by leading the implementation of the Media Asset Management (MAM) platform built on Iconik and Lucidlink, **integrating 300K+ assets** and **delivering significant cost savings**.
- **Transformed operations** at Salesforce by **establishing an in-house video production team**, leading recruitment efforts, and budget restructuring to optimize workflows, **reduce outsourcing costs**, and enhance organizational capabilities.
- **Established Salesforce's live streaming program** for event coverage, initiating **8 hours of daily content streaming at major tech conferences**, directing large on-site production teams, ensuring seamless technology integration, and optimizing viewership.
- **Won the Best Content Marketing Program award in 2021** at Salesforce for creating a virtual event series during the pandemic (60 episodes over 3 years) featuring talent such as Alicia Keys, Jennifer Hudson, and Lionel Richie.
- Spearheaded the **conception and deployment of 3 online network launches** at Discovery Digital Networks, leveraging project management skills, resulting in **100M+ lifetime streams**, driving significant organizational impact and growth.
- Pioneered targeted video strategies at CNET, **positioning TV.com as an industry leader, ranking it among the top 10 entertainment websites**, and producing **top-ranked daily and weekly internet video content**, driving audience growth.

### PROFESSIONAL EXPERIENCE

#### SALESFORCE, San Francisco, CA

##### Director of Production, Brand

2020 to Present

- Lead a dynamic team of 15+ producers, editors, and content creators to produce high-impact content vital for driving marketing initiatives, executing of live events, brand campaigns, and video productions, elevating the organization's presence and engagement.
- Direct an on-site multi-cam studio, overseeing 70+ annual productions and day-to-day operations while enhancing workflows for a major video production facility and managing a robust client pipeline of 20+, from pre- to post-production phases.
- Collaborate on a \$6.2M initiative to rebuild multi-use production facilities on site, managing individual production budgets exceeding \$500K and ensuring efficient resource allocation and project success.
- Provide strategic guidance and best practices by leveraging data insights and extensive experience, driving new, innovative content creation, consistently surpassing competitors by staying ahead of industry trends, and maintaining a distinct brand identity.
- Facilitate collaboration across cross-functional teams, providing mentorship and cultivating a culture of growth and innovation while guiding team efforts for optimal outcomes and ensuring on-time, within-budget project delivery.

##### Senior Producer, Broadcast

2017 to 2020

- Directed 50+ annual live-streaming productions from pre- to post-production, collaborating with in-house teams and agencies while creating 100+ original video content aligning with business priorities, engaging customers, and fostering trust.

- Oversaw vendor relationships, budgets, and production tools, ensuring seamless operations for the team while streamlining financial management by creating purchase orders, processing invoices, and maintaining budgets ranging from \$10K to \$500K.
- Defined the vision and path for a team of 10, culminating in the successful execution of production staging and the innovation of new project management, collaboration, and data insights processes, optimizing workflow efficiency and project outcomes.

### Producer, Broadcast

2015 to 2017

- Led an in-house state-of-the-art production facility, delivering 50+ productions annually, overseeing day-to-day operations, live video productions, and post-production for multiple cross-functional departments, ensuring seamless and high-quality outcomes.
- Facilitated collaboration with diverse vendors, contractors, and freelancers on project plans and events, coordinating with supervisors on innovations, opportunities, and partnerships while presenting work and decks to upper management, driving alignment and success.

### DISCOVERY DIGITAL NETWORKS, San Francisco, CA

#### Director of Operations

2013 to 2014

- Headed all facilities and properties, including a production studio, 10 edit suites, and 2 offices across a multi-city portfolio, overseeing leases, landlord relations, permits, disaster planning, safety regulations, and security systems, ensuring efficiency and compliance.
- Led the establishment of cross-departmental workflows, processes, and optimizations while managing vendors, contractors, and \$100K budgets for office improvements, logistical moves, and infrastructure enhancements, driving efficiency and cost-effectiveness.
- Fostered a culture of excellence by arranging team-building events, seminars, workshops, and health programs while collaborating with HR as a business partner and assisting in employee transitions, key communications, and HR initiatives, driving organizational cohesion.

#### Project Manager

2012 to 2013

- Oversaw key project initiatives and cross-departmental efforts, optimizing advertising and partnerships with Discovery communications while leading sales conference execution, campaign tracking, and contract negotiations, driving operational excellence and growth.

#### Production Manager

2010 to 2012

- Led a team of 10 editors, overseeing edit schedules and post-production processes, implementing production schedules for internally produced shows, managing studio and field shoots, and allocating edit and post-production time to ensure timely show delivery.
- Drove post-production for 10+ video series across online channels and led the recruitment and management of seasonal edit interns while coordinating the launch of new shows with producers on pilot production, episode deliverables, and video formatting.
- Managed high-profile events such as CES, E3, PAX, and SXSW, assisting the director of production in budget management and collaborating with content directors to develop a company-wide editorial calendar and promotional messaging for 10 shows.

### ON24, INC., San Francisco, CA

#### Product Support Specialist | Production Manager

2008 to 2010

- Guided webcast managers in overseeing live webcasts and client training on proprietary technology, streamlining event scheduling by promptly addressing requests and assigning product support, ensuring seamless live event coverage and timely edit fulfillment.
- Developed events using HTML and templates in a web-based project management system while delivering daily client support for the ON24 platform, ensuring seamless operations and client satisfaction.

### ADDITIONAL EXPERIENCE

**Manager, Video Production** • CNET NETWORKS, San Francisco, CA

**Production Coordinator** • DREAMWORKS ANIMATION, Glendale, CA

**Associate Producer** • EDELMAN PRODUCTIONS, San Francisco, CA

**Line Producer | Segment Producer** • TECH TV, San Francisco, CA

### EDUCATION

**Certification in Broadcasting** • Specs Howard School of Broadcast Arts • Southfield, MI

### TECHNICAL EXPERTISE

Asana | Smartsheets | Slack | Google Docs | Iconik | Frame.io | Riverside | IBM Watson | Vidyad | Adobe Creative Suite | Microsoft Office Suite