

RACHEL CELOTTO

Executive Producer

A little bit about me

I'm a creative producer - *part-time glorified spreadsheet specialist* - with experience across social, digital, broadcast and experiential production. With a background in brand and entertainment campaigns, and extensive on-set experience, I thrive in the ever-evolving creative industry. From conceptualization to execution, I relish every stage of the creative process, even the challenges - and in production, there always are!

Experience

Freelance Executive Producer

Freelance, LA / Remote

Dec. 2024 - Present

- Partner with top-tier brands and agencies to bring our clients' visions to life

Executive Producer

June 2024 - Dec. 2024

Senior Producer

Nov. 2021 - June 2024

SPCSHP, LA/NYC

- Oversaw end-to-end integrated production for Starbucks campaigns across social/digital, broadcast & experiential content
- Supervised all aspects of creative development: strategy, concepting, bidding, pre-production, shoots, post-production & delivery
- Developed and managed complex timelines & maintaining strong communication with agency team, clients and external vendors
- Managed the development of budget proposals and negotiated all contractual agreements, inclusive of finance actualization

Senior Producer / Account Executive

Ignition Creative, LA

Apr. 2019 - Nov. 2021

- Managed production of domestic and international campaigns for theatrical releases, television and the launch of streaming services
- Liaised with clients and external vendors, managing entire campaign process from pitches/concepting to pre-production, shoots and final delivery
- Led new business initiatives and client relations

Producer

Spark44, LA

Sept. 2017 - May 2019

Clients: Jaguar & Land Rover

Producer

David & Goliath, LA

Oct. 2016 - Sept. 2017

Clients: Kia, Jack in the Box, Universal

Production Coordinator

72&Sunny, LA

Sept. 2014 - June 2016

Clients: Adidas, Google, Target

Skills & Proficiencies

MS Office & Google Drive Products

Keynote

Photoshop, Illustrator, Adobe

Premiere, Avid

Basecamp, Monday, Jira, Asana,

Smartsheet

Education

Bachelor of Arts

Dickinson College, PA

May 2014

When i'm not on set...

I'm outside or working out, which includes chasing after my Mini Bernedoodle and my infant daughter.

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W. Portfolio & Reel

A. Los Angeles, CA