Briana Holland

Director of Creative Production | Executive Producer
Creative Strategy • Global Campaign Production • Team Leadership • Production Operations
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PROFESSIONAL SUMMARY

Strategic creative production leader with 12+ years of experience driving global campaigns, integrated production, and brand storytelling. Proven expertise overseeing multi-million-dollar annual production budgets, leading high-performing teams, and delivering complex, multi-market initiatives from concept through execution. Trusted partner to executive and creative leadership, combining creative vision, financial acumen, and operational strategy to build scalable production systems and deliver impactful brand experiences.

CORE COMPETENCIES

Creative Production Strategy & Leadership • Global Campaign Production • Budget & Financial Management • Team Leadership, Development & Mentorship • Production Operations • Executive Stakeholder Management • Agency & Vendor Management

PROFESSIONAL EXPERIENCE

TATCHA

San Francisco, CA | Nov 2021 – Present

Director, Global Creative Production — Apr 2024 – Present

- Lead global creative production strategy and operations across Brand, New Product Development (NPD), and Direct-to-Consumer (DTC), overseeing a $3.1M annual creative production budget and aligning investments with business objectives and marketing priorities.
- Direct a seven-person production team and oversee 10+ concurrent initiatives, driving resource allocation, production planning, and execution across global campaigns, product launches, and integrated marketing channels.
- Partner with the CMO and senior creative leadership to develop annual production roadmaps, shape creative strategy, and translate business objectives into scalable production plans across international markets.
- Designed and implemented a centralized production workflow system, improving cross-functional visibility, automating task notifications, and streamlining project execution to increase operational efficiency and accountability.
- Introduced specialized production budgeting software for large-scale brand and NPD campaigns, strengthening financial forecasting, cost tracking, and production resource management.
- Mentored four junior team members through structured development opportunities and measurable performance objectives, supporting the advancement of two employees into senior-level positions.
- Executive produce global brand and product campaigns, including Matcha Foam Cleanse and NeuroSkin, overseeing creative execution, agency partnerships, vendor relationships, and post-production delivery.

Associate Director, Creative Production — Mar 2023 – Apr 2024

- Partnered with senior creative leadership, art directors, and marketing stakeholders to translate strategic campaign briefs into comprehensive creative production plans, aligning concepts, budgets, timelines, and deliverables with brand and business objectives.
- Owned production budgets for integrated brand and product campaigns, overseeing financial planning, resource allocation, vendor negotiations, and production feasibility for high-visibility creative initiatives.

- Led and developed a four-person internal production team while managing external agencies, freelance creatives, and production vendors across concurrent campaigns.

Senior Creative Producer Nov 2021 – Mar 2023

- Led end-to-end creative production for Tatcha's in-house studio, producing global brand campaigns, new product launches, and direct-to-consumer content across photography, video, digital, and retail channels.
- Directed on-location and studio productions, serving as the lead on-set producer for cross-functional crews of 10+ while managing creative talent, vendors, schedules, and production logistics.
- Oversaw post-production workflows, digital asset management, and production inventory, ensuring consistent creative quality and timely delivery of campaign assets across marketing channels.

TAYLOR & POND AGENCY

San Diego, CA | Jan 2018 – Nov 2021

Senior Digital Content Producer Oct 2019 – Nov 2021

- Led end-to-end production of integrated photography and video campaigns for national beauty and consumer brands, overseeing creative development, production planning, on-set execution, and post-production delivery.
- Served as the primary production liaison between creative and account management teams, aligning campaign objectives, budgets, timelines, resources, and deliverables across multiple client accounts.
- Managed production logistics, talent sourcing, vendor relationships, and external creative teams to execute complex, multi-channel campaigns.
- Established standardized hiring, onboarding, and training procedures for incoming creative talent, strengthening production team development and operational consistency.

Senior Photographer Jan 2018 – Oct 2019

- Led creative direction, photography, and post-production for commercial campaigns across a diverse portfolio of beauty, lifestyle, and consumer brands, including Jergens, Amika, Rimmel London, Beats by Dre, Rodan + Fields, Amazon, and Milani.

EARLIER CREATIVE EXPERIENCE

Contributing Photographer | Eater San Diego San Diego, CA | Oct 2016 – Jan 2018

- Produced editorial photography featuring local restaurants, culinary experiences, and events, delivering visual content for digital publication and regional food and lifestyle coverage.

Staff Photographer | North Shore Magazine, RMS Media Newburyport, MA | Mar 2014 – Sep 2016

- Planned and executed editorial and lifestyle photoshoots, directing talent and coordinating on-set creative elements to deliver compelling imagery aligned with publication standards.

Producer / Sports Photographer | Salem State University Salem, MA | Aug 2013 – May 2014

Photo Editor | Good Housekeeping, Hearst Magazines New York, NY | Feb 2012 – Aug 2013

Photographer | Eric Roth Photography Boston, MA | Aug 2011 – Jun 2014

TECHNICAL SKILLS

Creative Production Management • Budgeting & Financial Operations • Post-Production & Asset Management • Production Systems & Workflow Automation • Creative Operations & Delivery

EDUCATION

Salem State University | Bachelor of Science, Communications, Journalism | Bachelor of Arts, Studio Art & Photography