

ZAHIDA KAZAR

ACCOUNT DIRECTOR & OPERATIONS PROFESSIONAL

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CAREER SUMMARY

Results-oriented account professional with over 16 years of expertise in the dynamic entertainment industry. Proven track record as a focused and results-driven manager, adept at building high-performing teams and optimizing workflows. With over a decade of experience, I have successfully cultivated and nurtured robust relationships with clients and vendors, driving business growth and ensuring client satisfaction.

WORK EXPERIENCE

Trailer Park Group | Account Director, Digital & Social

Los Angeles, CA | Feb 2022 - Present

- Account Management
 - Manage DOOH, Digital Media, microsite development and implementation, social content both paid and organic, and community management.
 - Monitor industry trends to maintain a competitive edge
 - Develop, pitch, and implement social media campaigns including strategy, campaign timeline, and wrap reporting.
 - Ensure Trailer Park Group is a key business partner for TPG clients, understanding their needs, and collaborating to create successful social and digital campaigns.
 - Overseeing campaign budgets ranging from 50k - 200k.
 - Working with over 10 entertainment companies and brands including Netflix, Disney Branded Television, Hulu, ViX, WB Home Entertainment, Sony International TV, PBS
 - Successful winning pitch rate of 85%
- Creative Ideation
 - Lead brainstorming sessions and curate ideas for pitches, fostering a collaborative and creative team environment.
- Production
 - Producing marketing social shoots from ideation, budgeting and production.
 - Primary liaison for talent and client.
 - Direct on set capture for social A/V content, talent interviews, and talent callouts.
- Operations
 - Oversee campaign planning, execution, and ensure projects remain within budget.
 - Collaborate with cross-functional teams across TPG.
 - Facilitate SOW processing.

Paramount+ | Senior Manager, Video Operations

Los Angeles, CA | Sept 2019 – Feb 2022

- Oversaw day-to-day tasks for timely packaging and delivery of ViacomCBS products to Paramount+ and SVOD partners Apple, Amazon, YouTubeTV and Roku.
- Primary point of contact for Social Media team to create and traffic creative for Paramount domestic and international social platforms.
- Worked cross-functionally to accomplish the successful launch of high-profile endeavors such as the launch of new domestic streaming platform Paramount+ and the subsequent launch of Paramount+ expansion into LATAM and Nordics.
- Published over 500 episodes of children's content and 1,000 movies to Paramount+.
- Onboarded new SVOD partners and workflows, accomplishments include 4k delivery for Apple And Amazon, and over 30,000 episode and movie deliveries to new partners YouTubeTV and Roku.

- Managed a 24/7 team of 3 managers and 15-20 operators that worked on domestic and international Paramount+ publishing and partner deliveries.
- Created and implemented workflow SOPs.
- Primary manager responsible for training for new operators and managers.

Gravitas Ventures | Director, Operations

El Segundo, CA | Sept 2014 – May 2019

- Partnered with Marketing team to create, traffic, and resize creative assets for titles for both Gravitas-owned social media handles and individual film social media handles.
- Primary liaison for A and B title projects.
- Worked closely with and managed filmmaker relations for over 50% of monthly releases.
- Managed and delivered new release titles and a library of over 1,000 titles to various SVOD, AVOD, TVOD, OTT, Cable partners and international buyers efficiently and timely.
- Responsible for all digital platform management.
- Oversaw Prime Video expansion including the launch of the Gravitas Amazon subscription channels, migrated over 700 titles to Prime Video for VOD, processed localized title offerings, and managed AVOD initiative.
- Film and trailer library management and digital migration to AWS.
- Migrated of over 700 titles to Prime Video
Primary delivery lead for high profile releases
- Supervisor of the Operations team of 4.

Freelance Producer | Producer

Los Angeles, CA | Jan 2008 – Jan 2018

- Produced 6 independent short films, one streaming series, and one music video.
- Oversaw all aspects of a project from pre-production through to distribution.
- In charge of creating, maintaining, and adhering to project budgets.
- Hiring and securing crew and talent.
- Scouted locations and secured permits.
- Completing SAG-AFTRA documentation.
- Ensured that shoots remained on schedule.
- Created and managed social platforms and marketing strategy.
- Negotiated domestic and international distribution deals.

20th Century Fox | Office Manager, Fox Consumer Products

Los Angeles, CA | April 2012 – Aug 2014

- Responsible for all Fox Consumer Products office administrative needs.
- Ensured merchandising goal dates were met for domestic and international sales teams.
- Global contact person for all international merchandising and promotional agents in Los Angeles office.
- Organized travel arrangements and itineraries for the EVP of global sales.
- Provided administrative support for executive staff, including scheduling meetings, preparing agendas and taking meeting minutes.

20th Century Fox | Executive Assistant, Employee Benefits

Los Angeles, CA | July 2007 – Sept 2008

- Assisted SVP and VP and other executives of the department. Duties included: maintaining calendars, arranging meetings, and preparing travel arrangements
- Collected and updated employee information, renewed insurance records and aided employee's enrollment/disenrollment of dependents.
- Monitored inventory levels of office supplies and placed orders when necessary.
- Managed and organized confidential information to maintain privacy.

EDUCATION

PROFESSIONAL SKILLS

Account Planning & Management
Project Management
Effective Communication
Adaptability
Interpersonal Communication

Budget and Revenue Tracking
Maintaining Delivery Schedules
Problem-Solving
Team Management
Leadership

TECHNICAL SKILLS

Google Suite
Jira
iTunes Connect
Basecamp

Microsoft Suite
Confluence
Monday
MediaPulse
