



LaShonda J. Holmes

Creative & Strategy Digital Manager

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Professional Summary:

Experienced digital and content production leader with 8+ years managing high-impact video, social, and live campaigns across media, tech, and entertainment. Skilled in platform strategy, cross-functional team leadership, and managing digital projects from concept through post, aligning creative vision with timelines, budgets, and engagement goals. Known for delivering seamless, high-quality content while optimizing workflows and keeping projects on track in fast-paced environments.

Experience

Verizon | Integrated Producer & PM

2024- 2025

- Managed digital-first branded activations and video campaigns from concept through delivery.
- Led cross-functional teams, aligning creative with platform strategies and brand goals.
- Oversaw creative workflows, multi-city production builds, and post-delivery asset management.
- Directed internal syncs and stakeholder communications for campaign approvals and launches.
- Managed budgets, vendor negotiations, and performance tracking for campaign optimization.

Paramount | Integrated Producer & PM

2022 - 2023

- Planned and executed digital campaigns and press activations supporting talent and brand launches.
- Managed production timelines, run-of-shows, and on-site execution across creative, PR, and marketing teams.
- Coordinated travel, hospitality, and day-of logistics for VIP guests and talent.
- Partnered with AV teams and venue contacts to meet tech and streaming needs.
- Streamlined internal production workflows for scalable, repeatable campaign processes.

Overtime | Production Manager

2021 - 2022

- Managed digital content and live-streamed sports productions for social and OTT platforms.
- Coordinated shoot logistics, staffing, and technical requirements across multiple U.S. markets.
- Oversaw vendor and venue relations, ensuring brand consistency across locations.
- Handled talent logistics, travel, and hospitality for live and branded content events.
- Tracked budgets and post-launch deliverables, aligning with digital distribution timelines.

Education

University of Houston

Bachelors in Communications & Media
Production

Soft Skills

- Leadership & Strategic Thinking
- Effective Decision-Making
- Adaptability & Resilience
- Problem-Solving
- Collaboration & Team Building
- Time Management & Prioritization
- Clear & Persuasive Communication
- Conflict Resolution & Negotiation
- Multitasking & Organizational Efficiency
- Delegation & Workflow Optimization

Technical Skills

- Airtable
- Asana
- Adobe Creative Cloud
- Google Suite
- Microsoft Office
- Smartsheets
- Workfront

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Experience

DAZN USA | Production Manager

2018 - 2021

- Managed live broadcast and studio operations for digital sports and entertainment programming.
- Coordinated crew, AV setup, and technical rehearsals in domestic and international markets.
- Updated run-of-show documents and managed live asset delivery for platform distribution.
- Collaborated with cross-border teams and vendors to ensure seamless streaming execution.
- Supported playback, music cueing, and directory management for live digital segments.

Facebook Watch | Production Manager

2018

- Oversaw digital studio shoots, live streams, and episodic content delivery for social-first platforms.
- Managed travel, guest coordination, and technical requirements for live productions.
- Liaised with creative and marketing teams for content launches and promotional rollouts.
- Tracked deliverables and performance metrics for content optimization.

TLC Network | Production Coordinator

2015 - 2017

- Supported episodic content production for reality television programming.
- Managed production schedules, location logistics, and on-site shoot coordination.
- Tracked budgets and post-production delivery across network and vendor teams.
- Oversaw talent travel and hospitality for location-based shoots.

Achievements

- Managed successful weekly studio shows, live-streamed across social platforms, overseeing significant budgets while consistently saving production costs without compromising quality.
- Oversaw crew, talent, and venue logistics, ensuring seamless execution and timely delivery of daily podcasts and live-streamed content.
- Negotiated contracts and cultivated strong relationships with key stakeholders, enhancing collaboration and trust.
- Elevated content quality for digital streaming shows by aligning social strategies and fostering partnerships with Westwood One and CBS Radio.
- Spearheaded diverse media projects, including social campaigns, commercials, live events, short films, and music videos, leveraging over a decade of industry expertise.
- Managed large-scale production shoots and live events, managing multi-million-dollar budgets and coordinating crews across 50+ locations.
- Demonstrated exceptional leadership and relationship-building skills, fostering cohesive team environments and improving stakeholder communication.

Get In Touch

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<https://ljhproductions.com/>

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