

SANDRA V. BARRERA

New Jersey | E: svbarloz18@gmail.com | M: 973-932-0214 | [IMDB](#)

EXPERIENCE

Production Assistant, Freelance | Nov 2024 - Current | New Jersey & New York

- Support on-set production logistics adapting to dynamic on-set challenges quickly, using critical thinking to resolve issues, while maintaining the creative vision and schedule integrity.
- Coordinate talent preparation and ensure adherence to call times to keep productions running on schedule.
- Assist with logistical planning and adherence to safety protocols during active production environments, including lockdowns, craft services coordination, and general production support.
- Maintain organized and secure production areas to support workflow efficiency and communication across departments.
- Film Credits:
 - 101 Billion Followers (feature) - November to December 2024
 - Selin (short) - April 2025
 - Synthetic Grace (short) - June 2025
 - As a Person (short) - November 2025

Content Strategist & Partnerships Manager, Freelance | Jun 2020 - Current | Remote

- Identified, prospected and secured creative partnerships that enhanced brand visibility and engagement, such as joint marketing campaigns and social media collaborations, that led to paid brand sponsorships for clients.
- Amplified visibility and media coverage for client's event through targeted pitches for podcast appearances and securing local news coverage that helped increase attendee participation by 20%.
- Produced trend-driven Instagram and TikTok videos that align with the client's brand, one of which garnered 2,000 views and 800 likes, positioning the account as an industry leader in the niche.
- Created professional content strategies for LinkedIn, driving a 25% increase in post engagement rates and an 8% follower growth rate in one quarter.

Operations & Events Manager | Tishman Speyer Properties, LP at NBCUniversal | Jul 2014 - Oct 2016 | New York, NY

- Managed operational coordination for building systems, security, engineering, and maintenance teams supporting daily television production across multiple studios.
- Facilitated daily cross-functional communication and workflows between production leadership and operations teams, contributing to uninterrupted broadcast schedules.
- Negotiated location shoot agreements and operational requirements (security, electrical, maintenance) between production entities and landlord for external shoots for live and pre-recorded television broadcasts generating up to 15% cost savings.
- Collaborated with the finance team to manage purchase orders, budget and forecast expenses through management of vendor contracts and service providers.
- Oversaw financial administration of an \$8M annual facilities service contract; negotiated vendor agreements resulting in a 12 - 15% cost savings in operational costs while maintaining service levels.

EDUCATION & CERTIFICATIONS

Masters of Business Administration | University of Maryland University College | Adelphi, MD

Bachelors of Art | Rutgers University - School of Communication and Information | New Brunswick, NJ

Certificate | Intro to Production Coordinating & Management | New Jersey Film Academy | Jersey City, NJ

SKILLS

Call Sheet Management | Talent Management | Live Production Studio Support | Operations Management | Budgeting | Organization & Administration | Google Workspace | Microsoft Office Suite