

BIANCA KENNA

Producer

PROFESSIONAL SUMMARY

Producer with 6 years of experience leading film and theatre production, known for innovative project management and creative direction. Demonstrates expertise in budget management, stakeholder collaboration, and agile methodologies to consistently deliver high-quality content. Passionate about enhancing operational efficiency while maintaining artistic vision, aiming to further refine skills in creative production environments.

EMPLOYMENT HISTORY

PRODUCT MANAGER

2023 - 2025

heymate!

- ♦ Led cross-functional design and development teams in product strategy development, translating market insights into actionable roadmaps while fostering innovation in SaaS development
- ♦ Orchestrated product lifecycle management through data-driven decision making, establishing key metrics and implementing strategic improvements
- ♦ Aligned stakeholder expectations with development capabilities, facilitating seamless communication between technical teams and business units
- ♦ Streamlined development processes and enhanced team productivity through agile methodologies, driving successful product launch preparations
- ♦ Spearheaded user-centric design initiatives, incorporating customer feedback loops to refine product features and enhance market positioning

PRODUCER

Apr 2021 - Present

I Spy Peaches Productions (Freelance)

- ♦ Led production teams for independent film and theatre projects, fundraised and managed budgets, coordinated with talent, and delivered high-quality content within tight deadlines.
- ♦ Built strong relationships with cast, crew, and stakeholders while maintaining clear communication channels throughout production cycles.
- ♦ Analysed production costs, optimised resource allocation, and enhanced operational efficiency while maintaining artistic vision.
- ♦ Oversaw all production phases from pre-production to post, ensuring quality standards and project milestones were consistently met.

SCRIPT WRITER

Oct 2019 - Present

Freelance

- ♦ In collaboration with Boldly Originals: Co-created and wrote a series pitch and pilot which was selected for the inaugural TIFF Series Accelerator
- ♦ For WatchMojo and Ms Mojo: Develop compelling video scripts for major YouTube channels, driving engagement for 4M+ subscriber base while maintaining strict content deadlines
- ♦ For In 2 Minutes Animation: Co-created and co-wrote original kids' series, Area Goulding
- ♦ *Hotello!*, 2-act stage-play which premiered at The Cultch Historic Theatre in 2023

COPYWRITER

Apr 2021 - Jan 2023

Freelance

- ♦ Crafted engaging content for social media, blogs, and case studies to boost client engagement.
- ♦ Developed pitch decks and proposals, enhancing client acquisition and retention strategies.
- ♦ Authored procedural guides, streamlining operations for diverse clients.
- ♦ Collaborated with brands like heymate!, Cameo & Beyond, and Max Merge Solutions.
- ♦ Secured measurable outcomes through strategic content and communication solutions.

CLINIC MANAGER**2019 - 2021*****Harbourside Family Counselling Center***

- ♦ Managed clinic operations, enhancing efficiency and compliance for mental health services.
- ♦ Implemented budget and invoicing systems, optimizing public funding management.
- ♦ Developed administrative processes, ensuring adherence to COVID-19 protocols.
- ♦ Collaborated with families, supporting individuals with developmental disabilities.
- ♦ Achieved measurable improvements in financial and operational systems.

EDUCATION**ASSOCIATE'S DEGREE IN THEATRE & ADVANCED ACTOR
TRAINING****Aug 2012 - Apr 2015*****American Academy of Dramatic Arts-New York******New York City*****SKILLS**

Project Management (*Experienced*), Team Leadership (*Experienced*), Public Speaking (*Expert*), Budget Management, Film Production, Agile Methodologies, Stakeholder Management, Creative Direction, Quality Assurance.

LANGUAGES

English (*Native*), French (*Proficient*).

LINKS

Portfolio: biancakenna.com.