

NERIAH KHARECE

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LOCATION: Based in Atlanta, GA, Open to Relocation

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SUMMARY

Creative operations and video production leader with 12+ years of experience building scalable storytelling systems for high-growth tech and media brands. Expert at bridging creative vision with operational efficiency through repeatable workflows that increase output quality while reducing production friction. Proven track record of optimizing vendor ecosystems, managing budgets, and partnering cross-functionally to deliver high-performance brand and product content at scale.

SKILLS

Leadership & Strategy

- Creative Operations & Production Leadership
- Video & Content Systems Design
- Cross-Functional Leadership (Brand, PMM, Legal, Sales)
- Vendor & Agency Optimization
- Budget Planning & Resource Allocation
- Performance-Informed Optimization
- Creative, Social Media & Content Strategy

Tools & Platforms

- Airtable, Notion, Miro, Frame.io
- Asana, Monday, Basecamp, Trello
- Google Workspace, Adobe Creative Suite
- Vidyard, YouTube Analytics, Heap
- Figma, Brandfolder
- Clozd, Chorus.ai, Salesloft, Salesforce
- Zip Hq, Docusign

EXPERIENCE

VIDEO MANAGER, CREATIVE MARKETING | 01/2023 to Current

Toast, Inc. - Remote, USA

- Architected and scaled Toast's Customer Stories Program, supporting 60+ annual video assets across brand, sales, lifecycle marketing, and web.
- Designed production workflows and asset frameworks (Airtable, Asana, GSuite) that reduced turnaround time by 25% and improved cross-team reuse.
- Led creative strategy and production for international customer stories, including UK-based initiatives, while maintaining global brand consistency.
- Optimized vendor and agency ecosystem by owning scopes of work, budgets, schedules, and quality control to maximize ROI.
- Served as strategic partner to Brand, Product Marketing, Sales, Legal, and Comms, aligning creative execution with GTM priorities.
- Applied performance insights from Vidyard, YouTube, and LinkedIn analytics to refine storytelling and drive +30% engagement on priority campaigns.

FOUNDER & CREATIVE DIRECTOR | 01/2013 to 01/2023
Kharece Productions LLC

- Founded and led an independent production company delivering 100+ commercial, branded, and event productions for clients across tech, media, and consumer brands.
- Owned full production lifecycle and P&L; including budgets, contracts, schedules, crew sourcing, and delivery.
- Built and managed lean, high-performing crews; negotiated contracts and coordinated payments and logistics.
- Developed creative pitches and decks for clients and investors; protected IP via copyright and trademark filings.
- Produced award-winning narrative work distributed on Amazon Prime and featured on HGTV and WE tv.
- Delivered premium-quality creative on constrained budgets through efficient production systems and resource planning.

VIDEO EDITOR & PRODUCER | 01/2021 to 01/2023
First Media (So Yummy, Blossom, Blusher)

- Produced and optimized short-form branded and editorial content generating 180M+ views in one year; supported 900+ video pipelines while maintaining quality and consistency.

SENIOR CREATIVE PRODUCER | 01/2022 to 12/2022
Common Thread Collective

- Partnered with performance marketing and sales teams to deliver data-driven ad creative; managed production budgets, timelines, and vendors.

EDUCATION AND TRAINING

Los Angeles Film School

B.A.

Digital Filmmaking

The Art Institutes

A.A.S.

Film & Video Production

KEY PERFORMANCE HIGHLIGHTS

- Toast, Inc. — Scaled the Customer Stories Program to support 60+ annual assets, implementing workflows that reduced turnaround time by 25% and increased engagement by 30%.
- First Media — Architected and optimized 900+ video pipelines, generating 180M+ views in a single year through data-informed creative strategy.
- Entrepreneurial Leadership — Founded and scaled a production company that won 2022 Best Of Hampton In the Video Production Services Category delivering 100+ commercial projects, owning P&L, contracts, and full production lifecycle with distribution on Amazon Prime, HGTV, and WE tv.