



# SHALIMAR GARBA

## Producer & Creative Marketing Strategist

Innovative entertainment production professional with an MBA in marketing and finance and 12 years of experience spanning TV, film, performing arts, and live- stream events. An in-depth skill set as a producer and content writer, delivering end-to-end design as a project manager while meeting production milestones and supporting quality standards through the development and execution of creative projects.

### WORK EXPERIENCE

#### Marketing Operations Manager

Al Hospice Care | FEB 2023 - present  
A hospice care agency.

- Establish marketing strategies, goals, and budgets based on the agency's needs.
- Maintain customer response operations by establishing work schedules, assigning employees, and providing backup.
- Plan, direct and coordinate marketing policies and programs to increase customer interest and demand for products and services.
- Maintain work process flows by coordinating information and requirements with related operational departments and participating with and providing resources to business improvement teams.

#### Co-Founder | Producer | Storyteller

End Ebola Now | 2014 - present

A multimedia health awareness campaign.

- Founded grass-roots public health and safety campaign to elevate awareness of the Ebola virus. Led a team of 5 and partnered with Emergency USA, providing high-quality health care to populations with limited access to medical treatment.
- Raised SIM in one year for donations to Emergency USA via creative marketing initiatives. Multimedia channels included:
- Coverage in Forbes magazine, and outreach with non-governmental agencies (NGOs), social media, and influencers.
- Attracted top celebrity talent to appear in the promotional video, "Shake Ebola Off" dance challenge, including Kevin Bacon (Footloose), Sean Underwood (Dynasty CW), Naturi Naughton (Power), and Edi Gathegi (Twilight).
- Elevated media reach of written and produced PSA videos from locally broadcasted to internationally syndicated public service announcements with international coverage
- Crafted video post-production plan for Emergency USA to ensure resources aligned with increased demand for services plan
- Awarded "Volunteer of the Year" in 2014, by Emergency USA.

#### Studio Manager

Anthony James Studio | 2014 - 2017

A studio housing British-American artist earning international claim.

- Managed production, marketing, and sales of artists' sculptures and paintings.
- Strengthened client relations by creating positive in-studio experiences for buyers.
- Facilitated sales by organizing and scheduling well-executed buyer meetings to showcase artists' works.

#### Associate Producer

United Nations International Labor Organization | 2014 - 2015

An organization devoted to promoting social justice and internationally recognized human rights.

- Collaborated with producer on writing and editing projects. Interfaced with editor on story pitches, script organizing, and shot selections. Coordinated production meetings.
- Developed storytelling concepts for World AIDS Day campaign video, engaging audience with actors' compelling true-life HIV experiences. Member of casting team, hiring actors capable of eliciting emotional connections to promote awareness.
- Established and managed project budgets, with an average budget of \$2.5M. Generated financial reports and communicate regular status updates.
- Reinforced quality control by providing continuity of shot selections. Supervised scripts, ensuring proper broadcast order of video and audio segments.
- Minimized set design/setup costs by managing set construction, supervising lighting, and overseeing sound plans.

### CONTACT

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### CORE COMPETENCIES

- TV Series Creative Development
- Film Development and Production
- Project Management
- Budget Management
- Fund Development
- Marketing Event Planning
- Team Leadership
- Content Acquisition
- Community Engagement
- Talent Acquisition
- Ideation
- Business Management
- Editing

### SELECTED HIGHLIGHTS

- Created and produced public service healthcare awareness campaign with international syndication.
- Raised SIM via Marketing Strategies for Emergency USA Healthcare organization for underserved countries

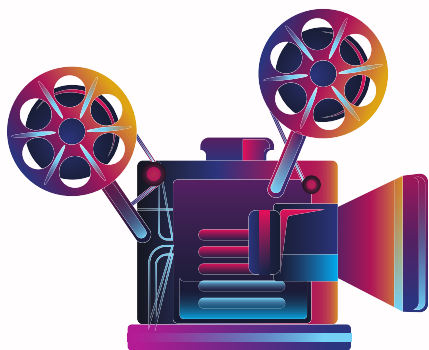
### EDUCATION

**MBA**  
Marketing and Finance  
**Pepperdine University**  
**Graziado Business School**  
2023

**B.S.**  
TV and Film Production, concentration in  
Media Management and Finance  
**St. John's University**

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## WORK EXPERIENCE CONT.

### Producer | Script Writer

Val Dean Entertainment | 2009 - 2013

A production company dedicated to creating high-quality content across multiple entertainment platforms.

- Reported to owner and managed new production office by creating and producing high-quality, original content for multiple entertainment platforms, with a concentration on television series.
- Boosted viewership and improved the production company's profitability, via live event production, premier launches, and film festivals. Designed and distributed merchandise.
- Increased productivity on TV series, providing creative guidance to top-level writers and directors on outlines, scripts, and cuts.
- Evaluated table reads, run-throughs, and tapings.
- Streamlined complex production schedules and ensured the show's quality, acting as a liaison between executives, internal departments, and showrunners.