# MARIANA FARRÉ

EXECUTIVE PRODUCER | BUSINESS BUILDER | BRAND & EXPERIENCE LEADER

## DETAILS


**ADDRESS**
Mexico City
Mexico

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## LINKS

Linkedin

## AREAS OF EXPERTISE

Team and business building

Executive Production

Client & account leadership

Business Development

Cross-functional leadership

Experiential Marketing

Post-production

Creative Strategy

Stakeholder Management

Problem Solving

## LANGUAGES

English
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Spanish
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French
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## PROFESSIONAL SUMMARY

### PROFILE

Multidisciplinary executive producer and business builder with 13+ years across experiential marketing, brand strategy and production, plus 5+ years leading advertising post-production. I work best where creative, commercial and operational thinking meet: building teams and ways of working, shaping client relationships, turning ambiguity into structure, and getting ambitious work over the line. Design-trained, visually driven and comfortable moving between a creative review, a budget, a new-business conversation and the systems a team needs to do its best work.

## PROFESSIONAL EXPERIENCE

### Executive Producer, Caffeine

Mexico City | NY

Feb 2021 — Present

- Helped build the advertising business from its earliest stage, creating the operating foundations behind the team: workflows, rate cards, client standards, meeting rhythms, communication culture and day-to-day ways of working
- Lead the division across business development, account growth, estimating and pricing, creative/technical oversight and delivery, connecting commercial priorities with the realities of production.
- Build and lead multidisciplinary teams across editorial, color, VFX, motion, sound and music, creating clarity and momentum across fast-moving, high-stakes work.
- Own senior client and agency relationships across the U.S., Europe and LATAM; clients include Chanel, Nike, AWAY, Calvin Klein, Ralph Lauren, Amazon and Miu Miu.
- Represent the company in new-business meetings, sales trips and industry events including AICP in New York and Mexico City, Ciclope Berlin and Le Book CDMX.
- Have helped the business navigate growth, leadership and team changes by rebuilding processes when needed, protecting client trust and keeping the work moving without losing sight of the longer-term business.

### Local Project Lead (freelance), FIA Formula E

Mexico City

Apr 2016 — Present

- Lead the Mexico City E-Prix locally, translating global objectives into a market-specific plan across fan experience, marketing, ticketing, operations and production.
- Manage cross-functional teams of 100+ and the design-to-execution of an event reaching 40,000 attendees, acting as a bridge between Formula E headquarters in London and the Mexico team.
- Develop local marketing and ticketing strategies that have contributed to record-setting sales, while balancing brand standards, audience relevance, budgets and on-the-ground realities.

## HOBBIES

Traveling, documentaries, film, art, ceramics, plants, photography, collecting design books and objects.

**Key Account Manager / PM, C^RTEL** Mexico City

Sept 2016 — Dec 2020

- Led integrated creative and production teams from brief through execution for clients including FIA Formula E, DIAGEO, Budweiser, Cheetos and Quaker.
- Managed local and global accounts, budgets up to $200K, timelines, vendors and client relationships; exceeded annual OKRs by 35%.
- Served as the main point of contact for 15+ clients, growing long-term relationships while coordinating internal teams and external partners.

**Creative Copywriter, Sicario Agencia** Mexico City

Aug 2014 — Sept 2016

- Contributed to creative planning to elevate content and design quality
- Produced original content for promotional, experiential, and marketing campaigns
- Adapted brand messaging to effectively engage target audiences

**PR Management, Sicario Agencia** Mexico City

Feb 2013 — Aug 2014

- Built influencer and insider programs, recruited and coordinated a 30+ person network, and developed PR and marketing strategies for nightlife, events and culture.

## EDUCATION

**Visual Communication, CENTRO de diseño cine y televisión** Mexico City

Aug 2009 — Jun 2013

## COMMUNITY

**Community Builder, LGBTQ+ Ally and advocate**

Mar 2018 — Present

Co-created a platform bringing Mexican drag culture into the mainstream through events and digital content. Named Best LGBT+ Party by Time Out México (2019).