

RACHAEL NUNES

NUNELY PRODUCTIONS LLC · NEW YORK

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Creative production and studio operations leader with 20 years across global enterprise, broadcast, digital and CTV organizations — progressing from editor and supervising editor to Director of Creative Production & Operations and senior producer operating at ACD level. Combines editorial judgment and hands-on production fluency with leadership across video strategy, creative development, production and post, teams and vendors, budgets, and the systems that let creative work happen again next quarter without heroics.

CORE SKILLS

Video Content Strategy · Editorial & Creative Direction · In-House Studio Operations · Production & Post-Production · People, Freelancer & Vendor Leadership · Project Intake & Prioritization · Budget & Resource Management · Executive & Cross-Functional Stakeholder Management · AI-Enabled Production Workflows · Digital Asset Management & Metadata · Brand Governance · Process Optimization

EXPERIENCE

FEB 2022 — PRESENT

Nunely Productions

Owner & Executive Producer HYBRID / PROJECT-BASED · SELF-EMPLOYED

- Run an independent production practice taking branded, experiential and interview-driven work from scoping and creative development through production, post and final delivery.
 - Build and lead project crews — directors of photography, editors, animators, sound — and manage vendor relationships, budgets, schedules and rights across concurrent engagements.
 - Advise on production operations: intake, review and approval workflows, asset organization and delivery standards for teams producing video at volume.
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MAY 2022 — PRESENT

IBM, Blue Studio

Sr Producer (ACD Level), Video GLOBAL / NEW YORK / REMOTE · FULL-TIME

- Lead end-to-end development of hero brand, executive, event, social, partnership and animation-led video content with budgets up to \$350K per project — scoping and creative development through scripting, production, edit, review and final delivery.
- Translate complex enterprise technology, AI, research and partnership subject matter into clear, audience-first stories for global internal and external audiences.
- Direct and produce studio, on-location and live-event shoots internationally and domestically, including New York, Las Vegas, Austin, San Antonio, Maranello and Portugal.
- Produce flagship partnership programs including IBM's Scuderia Ferrari Formula 1 partnership — a multi-shoot experiential production with \$1M+ in shoot budgets alone, on-site production in Maranello, and an ongoing social content program built from race shoots in Monza, Budapest, Montreal, Mexico City and Austin.
- Produce multi-site remote interview sessions for *Smart Talks with IBM*, including live-audience records and linking Scuderia Ferrari guests in a Milan podcast studio with host Malcolm Gladwell in IBM's New York studio.
- Partnered on launch campaign content for IBM Partner Plus with design and animation studio BUCK, and the IBM Consulting design system alongside internal design teams and external studio The Full Half.
- Drive workflow modernization across Adobe Workfront and Frame.io — operating models for scalable intake, review, asset organization and production handoffs; built an AI request-evaluation tool adopted into IBM's Creative Assistant as Content Evaluator.
- Architected an AI-assisted video reuse and clip-automation workflow connecting Workfront/Fusion, Frame.io, transcript services, AI clip selection, rights and governance gates, and searchable metadata — now being incorporated into IBM's AI video offerings.

JUN 2025 — PRESENT

mamementum

Founder & CEO REMOTE · INDEPENDENT

- Founded and lead a mobile community platform connecting mothers through shared experiences, recommendations and events.
- Own product direction, design system and delivery for an iOS application built on React Native and Expo with a Supabase backend, held to WCAG 2.1 AA accessibility targets.

SEP 2022 — AUG 2023

Arbor

Director, Creative Production & Operations REMOTE · FULL-TIME

- Led Production and Operations supporting both Marketing and Product as part of a stealth startup's core leadership team.
- Built the post-production operating infrastructure from zero — remote workstations, storage architecture, file structures, team project systems and foundational workflows for a distributed organization.
- Translated creative and product needs into practical production systems and scalable operating standards for an emerging 0-to-1 environment.

SEP 2021 — MAY 2022

IBM, Blue Studios

Executive Producer NEW YORK, NY · FREELANCE

- Produced brand and executive video for global campaigns, leading projects from scoping through delivery ahead of joining IBM full-time.

AUG 2020 — MAR 2022

TripleLift

Director, Creative Production & Operations — CTV

NEW YORK / LOS ANGELES / REMOTE · FULL-TIME

- Led creative production and operations for the CTV organization across verticals, owning operational priorities and complex cross-functional initiatives.
- Owned budgets across vendors, freelancers, software platforms and production systems, partnering with Procurement and Legal on contracting, rights, clearances and compliance.
- Built scalable production-management systems and protocols with Creative, Engineering and Product to support high-quality, year-round delivery.
- Audited and optimized workflows end to end from supply onboarding through campaign go-live, identifying process and tool improvements that reduced operational friction.
- Sourced, onboarded and managed freelance creatives, VFX houses, artists and staffing partners; designed distributed information-sharing systems for a remote organization.
- Led a cross-functional demand task force with campaign management, Product and Engineering, and partnered with analysts on performance reporting for executive leadership.

FEB 2017 — AUG 2020

IBM, Blue Studios

Post Production Supervisor / Supervising Editor / Producer

ARMONK, NY / HYBRID · FULL-TIME

- Produced and edited hero marketing video for internal and external audiences across multiple IBM business verticals, leading projects from initial scoping through final delivery.
- Directed and produced international and domestic shoots in studios, on location and at live events.
- Managed freelance editors and animators in partnership with IBM brand teams, holding creative quality, consistency and delivery against global standards.

EARLIER PRODUCTION EXPERIENCE

Hands-on producer and editor roles across network television, cable, sports and digital media — editorial storytelling, promo and brand content, fast-turn production, post and delivery.

OCT 2016 — AUG 2020

NBCUniversal — Maury

Post Producer / Editor STAMFORD, CT · FREELANCE

JUN 2018

Nickelodeon

Editor, On-Air Promo REMOTE · FREELANCE

MAR 2017 — MAY 2018

A&E Networks

Producer / Editor STAMFORD, CT · FREELANCE

MAR 2016 — FEB 2017

COMPLEX

Digital Producer / Editor NEW YORK, NY · FREELANCE

MAR 2016 — JAN 2017

One World Sports

Sr Promotions Producer / Editor, Manager of Social Media STAMFORD, CT · FULL-TIME

AUG 2015 — MAR 2016

NBCUniversal — Crazy Talk

Creative Producer / Editor STAMFORD, CT · FREELANCE

JAN 2015 — AUG 2015

ABC News Marketing & Creative

Editor — The View NEW YORK, NY · STAFF

APR 2014 — JAN 2015	World Wrestling Entertainment Sr Producer / Editor STAMFORD, CT
JUL 2012 — MAY 2014	NBCUniversal — Smashpoint Producer / Editor STAMFORD, CT
APR 2012 — JUL 2012	The Style Network Editor LOS ANGELES, CA · FREELANCE
JAN 2011 — MAR 2012	Oprah Winfrey Network Editor LOS ANGELES, CA
JUL 2009 — JAN 2011	Comcast International Media Editor LOS ANGELES, CA · FREELANCE
MAR 2009 — JUL 2009	Craigman Digital Editor / Video Production Asset Manager BURBANK, CA · FREELANCE
SEP 2006 — MAR 2008	Encompass / AETV Encode / Tape Operator STAMFORD, CT · FREELANCE
OCT 2006 — JAN 2008	A&E Television Assistant Editor STAMFORD, CT · FREELANCE
FEB 2006 — MAR 2009	Versus TV (now NBC Sports) Production Assistant — from Production Intern, Feb–May 2006 STAMFORD, CT

TECHNICAL SKILLS

Adobe Creative Cloud · Avid Media Composer · Adobe Workfront · Workfront Fusion · Frame.io · Bynder
DAM · NIM · Airtable · Monday.com · Jira · Cloud-based post · Remote workstations · AI-assisted content & workflow systems

EDUCATION & TRAINING

SEP 2007 — AUG 2008	Future Media Concepts Avid Media Masters Course NEW YORK, NY
2002 — 2006	Iona College BA, Mass Communications · Minor in Film NEW ROCHELLE, NY

NUNELY PRODUCTIONS LLC