

Margaux Ravis

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Portfolio: margauxravis.com

About Me

I make sh*t happen.

I love taking ideas and making them real. It doesn't matter whether the ideas end up on a screen (little or big), in an immersive experience, in a retail aisle, or as a product. Formats and platforms are always evolving, so it's a good thing I'm media-agnostic. I'm strategic and endlessly curious. More than anything, I just love figuring stuff out.

I care about creating a better world, and do my best work when storytelling leads to action. I'm strategic and believe that creative outputs can be enhanced with insights gleaned from data. I'm especially good at multichannel production management. I am comfortable collaborating within heavily matrixed organizations and used to managing multiple stakeholders. I provide real leadership (both thought- and actual) to team members and clients, and am great at building and maintaining relationships.

I have deep experience with partner selection, whether it's hiring production partners or agencies, and I genuinely care about DEI initiatives. I approach problem-solving and story-telling from different perspectives - having worked at many types of agencies and media companies (global to scrappy), client side, and on a high-stakes Presidential campaign where I co-managed a social media production studio. I am used to working in ambiguous, fast-paced environments and I am also well-versed in creative operations and resourcing, program management, and familiar with project management tools. I always want to create the best situations for the creative process and teams.

Experience

Production Services & Consulting Freelance

📅 01/2023 - present 📍 NEW YORK, UNITED STATES

Production Strategist (contract) Meta

📅 09/2021 - 12/2022 📍 NEW YORK, NY

- Managed all external agency production for Facebook/Meta's Culture & Community work, most of which centered around Under-Represented Communities (Black Community Programming & Creators, LGBTQ, Latinx, API). This included agency selection & management and production/project oversight for content, events & AR experiences.
- Implemented and tracked Meta's social impact initiatives on all projects, including DEI, accessibility, and sustainability efforts.
- Executed ongoing production strategy for agency work based on Meta's ever-evolving priorities.

Executive Producer Freelance

📅 04/2021 - 09/2021 📍 NEW YORK, NY

Some of the projects I'm particularly proud of include:

- The ONE Campaign's worldwide vaccine equity campaign, "Pandemica"
- An immersive 3D web experience for Calvin Klein's collaboration with artist/designer Heron Preston
- The launch of LifePack, an initiative for the gaming industry to help end child malnutrition

Experience

Executive Producer (contract) Team Bloomberg 2020 / Hawkfish LLC

📅 01/2020 – 03/2021 📍 NEW YORK, NY

- Executive Producer on Mike Bloomberg's 2020 Presidential campaign, producing video for social, out-of-home, and digital activations
- Member of creative leadership team and charged with overseeing both third-party agencies and internal paid social department
- Post-Bloomberg campaign projects supported multiple progressive super PACs, democratic clients and initiatives using data and analytics to create and fine-tune audience segmentation and personalized messaging
- Co-managed creative and production studio which created high-volume and high-impact messaging
- Oversaw creative operations and resourcing, budgeting, scaling, and asset planning

Executive Producer VaynerSmart @ VaynerMedia

📅 2018 – 01/2020 📍 NEW YORK, NY

- Production lead for all digital, emerging technology and new media projects, including conversational AI, connected packaging and connected physical objects, A/R, podcasts, and more
- Led production for many Alexa projects, including skills for JP Morgan Chase, NPR's popular quiz show, "Wait Wait Don't Tell Me" and team oversight for user experience exercises for new platform initiatives
- Client Services/Marketing and Production lead for New York cultural institution The Shed
- Co-led building up a sonic branding discipline
- Provided thought-leadership workshops to clients
- Deeply attuned to the latest platforms and how brands can tell their stories effectively on each of them

Executive Producer IPG Media Lab

📅 2012 – 2018 📍 NEW YORK, NY

- Oversaw all production in innovation lab, in numerous categories including retail experiences, content, installations and events, apps, physical prototypes, Alexa skills, IoT, and wearables
- Co-conceptualized all NYX Professional Makeup in-store interactive experiences, as well as provided all production and program management for the brand. From the very first brick-and-mortar location to the 200+ stores that existed globally by the time I left, I oversaw the production and project management of all major in-store digital products
- Researched, evaluated and vetted partners and new technologies to determine what best solved specific business problems
- Well-versed in working with multiple stakeholders, as well as overseeing both internal and external teams
- Created and maintained all production budgets and was Lab liaison with legal and finance departments
- Winner of the Lab's first Fantasy Football Championship, with the ring to prove it

Head of Production co:collective

📅 2011 – 2012 📍 NEW YORK, NY

- Led all production efforts, in all mediums
- Instituted, curated, and documented the monthly speaker series RE:THINK which included speakers Fred Wilson, Anil Dash, and Roo Rogers
- Key team member helping build and market a brand from the ground up – Amplify, a digital education company

Executive Producer Freelance

📅 2008 – 2011

- Partnered with and produced work for top agencies including Goodby, Silverstein & Partners, Big Spaceship, SapientNitro, StrawberryFrog, La Comunidad/The Community, Antidote

Mother of All Production Mother New York

📅 2004 – 2007 📍 NEW YORK, NY

- Single-handedly set up production infrastructure for New York office

Experience

- Responsible for every type of production, from large corporate brand campaigns to creation of a line of breath mints

Producer Freelance

📅 2003 – 2004

SVP, Group Executive Producer Grey Worldwide

📅 1999 – 2003 📍 NEW YORK, NY

- Managed production of over 260 New York Lottery commercials – in a single year
- Ran global brands for several clients, servicing over a dozen countries

Partner, Senior Producer Ogilvy

📅 1992 – 1999 📍 NEW YORK, NY

- Senior Producer on global launches for American Express, Duracell, and Pepsi Restaurants International

And More...

- Produced content for Robin Hood Foundation's fundraising galas
- Recipient of numerous awards, including Cannes Lions, One Show, Webby's
- Exhibited photographer, including a four-month solo show at the Florida International Museum
- Compiled, produced, and wrote liner notes for Atlantic Record's "Soul Christmas"

Education

Bachelor of Arts Drew University