

SHELBY MALINSKI

PRODUCER



ABOUT ME

Producer with 8+ years of leadership experience managing multi-discipline production teams and delivering integrated marketing content across digital, social, broadcast, and experiential channels. Skilled in operational excellence, team mentorship, vendor management, budget and timeline oversight, and cross-functional collaboration. Proven ability to elevate production processes, deliver high-quality content at scale, and drive efficiency within high-performing creative environments.

EDUCATION

Drake University

Bachelor of Arts | Digital Media
2013 - 2017

- Member of Alpha Kappa Psi

Goldsmiths University of London

Semester Abroad
2015

SKILLS

Production Leadership & Strategy

- End-to-End Production Management (Ideation through Delivery)
- Video, Photography & Motion Production
- High-Visibility Campaign & Event Production

Operational Excellence

- Production Planning, Timelines & Budgets
- Multi-Project & Resource Management
- Risk Identification & Issue Resolution

Content & Delivery

- Social-First & Digital Content Production
- Live Event & Tentpole Activation Support
- On-Site Shoot & Event Oversight

Tools & Production Systems

- Asana, Workfront, Frame.io
- Video & Post-Production Workflows
- Asset Management & Final Delivery

PROFESSIONAL EXPERIENCE

Agency Producer | Omnicom Production An Omnicom Company

2025 - Present

- Serve as lead producer for integrated marketing and brand campaigns, owning production from ideation through final delivery across video, photography, social-first content, and experiential activations.
- Translate creative concepts into actionable production plans, managing timelines, budgets, resources, and deliverables to ensure on-time, on-brand execution.
- Act as the primary liaison across internal marketing, creative, media, and event teams, as well as external agencies and production vendors.
- Oversee all phases of production including pre-production planning, on-site execution, and post-production (editing, sound, animation, finishing, and delivery).
- Manage and negotiate with directors, photographers, editors, animators, and production partners, ensuring creative excellence, consistency, and brand alignment.

Producer | TracyLocke An Omnicom Company

2023 - 2025

- Produced photography and video campaigns from pre-production through post-production for national lifestyle and consumer brands across digital, social, and broadcast channels.
- Managed multiple concurrent projects under tight timelines, balancing creative ambition with operational feasibility and budget constraints.
- Oversaw post-production workflows including editing, animation, versioning, and final asset delivery across platforms.
- Built and maintained strong relationships with external production vendors, freelancers, and post-production partners.

Associate Producer & Producer | The Integer Group An Omnicom Company

2017 - 2023

- Supported end-to-end production for integrated brand campaigns, including social-first content, influencer shoots, and experiential activations.
- Selected to produce the agency's first influencer-led photoshoot, acting as agency and line producer to deliver 50+ pieces of digital and social content.
- Led on-site execution for shoots, managing crews, schedules, and logistics.
- Partnered with creative leadership to evolve production models toward more flexible, cost-efficient, and social-native content approaches.
- Contributed to production process improvements that enabled teams to manage multiple parallel projects efficiently.

CLIENTS

