JENNIFFER SALAZAR CIRO

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PROFILE

I build the processes, documentation and repositories that keep complex content work accurate and easy to find. Nearly 20 years across broadcast, advertising and healthcare content, including approvals in Veeva Vault on a £9m+ global account and quality control of 2,600+ assets across international territories.

SELECTED ACHIEVEMENTS

- Ran approvals in Veeva Vault for a £9m+ global healthcare account: 40+ projects in 2025 through multi-region sign-off.
- Delivered and quality-controlled 2,600+ digital assets across international territories for the PlayStation account at eg+.
- Production Manager on the film A Song from the Dark (2024), winner of the ABFF Jury Award and Best First Time Feature Director at the Los Angeles Pan African Film Festival (2023).
- Secured over £7,000 in funding through successful applications for a youth media team (2009 to 2011).

CORE CAPABILITIES

Content operations • Process documentation • Digital asset management • Approval and governance workflows • Quality control and compliance • Research • Workflow design • AI-enabled workflows • Remote, multi-region teams

PROFESSIONAL EXPERIENCE

Program and Project Management Specialist | Accenture Song *03/2025 – Current*

- Run approvals and delivery workflows in Veeva Vault for a £9m+ global healthcare account: 40+ projects in 2025 through multi-region sign-off on short deadlines.
- Oversee brand book governance and global asset updates, keeping creative and strategic outputs compliant with brand guidelines and approval workflows.
- Produce the documentation that keeps projects consistent: SOWs, intake documents and regular status updates.
- Administer project finance across the UK, Ireland, France, Costa Rica and USA: job codes, timesheet compliance, billing cycles, purchase orders and budget approvals.
- Coordinate cross-functional teams across copy, design, UX/UI, strategy, editorial and production.
- Spot and resolve risks to onboarding, task allocation and system access before they affect delivery.

Producer & Project Manager | Freelance *03/2024 – 03/2025*

- Planned contributor filming in Thailand, Australia and the UK for 72 Films, with highly sensitive subject matter.
- Built the structure and processes that supported the expansion of Flump Studios.
- Designed an end-to-end newsletter workflow for Almar Business Solutions, a chartered accountancy firm.
- Advised Science Replicas Ltd on modernising administration and finance processes, including digital VAT compliance.
- Managed post-production, graphics and title sequences for Vision and Creed, including the award-winning documentary Shoot the People featuring Misan Harriman.

Producer | eg+ worldwide (Omnicom production) *09/2021 – 03/2024*

- Logged and quality controlled 2,600+ digital assets across international territories, including file organisation and tracking.
- Re-versioned global adverts for PlayStation, Brown Forman, LEGO, Mailchimp and Essity across online, social and broadcast.
- As a producer led the PlayStation account for the UK team (about £1m revenue), which grew under my management.
- Improved workflows and resource allocation across multiple concurrent workstreams.
- Worked with emerging AI-enabled production approaches, including synthetic voice and accessibility led creative.

Production Manager | Nice Biscuits Post *02/2021 – 08/2021*

- Ran production across post-production, VFX, CGI, TV administration, translation, subtitling and voice-over.
- Managed the production department's workflows and staff.

Location Library Manager | Salt Film *08/2019 – 03/2021*

- Researched locations, aided supplier relationships, negotiated contracts and invoicing for filming locations for feature films, TV, promos and stills.
- Matched locations to creative briefs, liaising with owners and creative teams.
- Updated the website and tag management.

Production Manager | NBCUniversal Media, LLC *09/2018 – 06/2019*

- Managed the creative team and promo schedules for Universal, Syfy, Studio Universal and Movies 24 channel feeds in the UK, Middle East and Africa, organising content availability from the MAM.
- Line-managed four production coordinators; supported monthly financial projections, budgets and payment processing.
- Hired and oversaw freelance creatives, contracts and billing.

Production Manager | Sky *07/2017 – 10/2018*

- Delivered Now TV Retail, What's On, Best of the Month and Wholesale On Demand showreels and promos from planning to final delivery, allocating budgets, timelines and resource.

Production Manager / Production Coordinator | BBC *08/2016 – 06/2017*

- Managed post-production budgets and campaign delivery for Doctor Who Series 10 trails, working with media planning and marketing to deliver assets from UK transmission to social.
- Coordinated delivery of promos and social assets for BBC One Mainstream and BBC Three, including compliance, QC and managing audio sessions including booking voiceover artists.

EARLIER CAREER | 2007 - 2016

Sky, Campaign Project Coordinator (2016): Rebrand campaigns for Sky 1, Sky Arts, Sky Atlantic and Sky Cinema.

Ericsson for BBC One, Production Team Assistant (2015): Promo scheduling, voice-over booking and QC for Sherlock, Doctor Who and Christmas campaign promos.

BBC Worldwide, Sales Support Administrator, Benelux (2013 to 2014): Rights research, contracts processing and sales order administration; oversaw revenue reconciliation exceeding £5m.

Chello Zone, Production Coordinator (2013): Helped implement a new process for tapeless delivery. Managed production of Horror Bites with Emily Booth and Directors nights broadcast on Legend (formerly the Horror Channel).

Eyeline Entertainment, Production Manager (2012 to 2013): Mercenaries, a six-part documentary series for Discovery. Including organising five foreign shoots, some in conflict zones (visas, permits, fixers, security) and research with contributors on sensitive subject matter.

BDA Creative, Production Coordinator (2012): Multi-territory promo delivery in English and foreign languages with monthly budgets and reconciliation.

Turner Broadcasting, EMEA Sales Operations Coordinator (2012): On-Air bookings and OFCOM compliant advert clearance.

Disney Channel, Production Coordinator (2011): EMEA and global promo production, including talent shoots in Europe and the USA.

Edmonton Baptist Church, Creative Director and Youth Leader (2009 to 2011): Set up a youth media team and secured over £7,000 in funding and mentored children aged 11 to 19.

Turner Broadcasting, Presentation Coordinator (2009 to 2011): Preparation of transmission schedules for Boomerang UK, with support for Cartoon Network, Cartoonito and TCM.

Red Bee Media, Presentation Planner (2007 to 2009): Created transmission data checks for UKTV channels and involvement in channel launches and rebrands including Dave.

SYSTEMS AND TOOLS

Project and workflow: Veeva Vault, Monday.com, Asana, Trello

Broadcast and content: MAM systems, Farmers Wife

Productivity and AI: Google Workspace, Microsoft Office, generative AI tools

TRAINING

- AI-Enabled Project Management – Accenture, 2026
- Integrating Generative AI into the Creative Process; Leveraging Generative AI for Project Management – LinkedIn Learning, 2024
- Business Leadership – Creative Equals, 2021

EDUCATION

BA (Hons) Media: Television Production & Radio Production – University of Westminster, 2006

NVQ Level 2: Counselling Skills – Bournemouth and Poole College, 2023