

# VICTORIA FOUKE

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## STRATEGIC AND OPERATIONAL LEAD

Operations professional driving strategic initiatives and video projects forward from conception to delivery with highly organized plans. Collaboratively developing innovative solutions to complex business problems while simultaneously managing multiple work-streams and priorities.

**VIDEO PRODUCING | STRATEGIC PLANNING | CHANGE MANAGEMENT | PROJECT MANAGEMENT  
PROCESS IMPLEMENTATION | STAKEHOLDER MANAGEMENT**

## PROFESSIONAL EXPERIENCE

**SENIOR PRODUCER, CONTRACT | GLOBAL PAYMENTS** Remote (based in Seattle) APR 23 – CURRENT

- Direct all motion projects for the global visual identity brand transition from 10+ disparate brands to 1 unified visual identity
- Drive strategic direction for project intakes, oversee schedules, budgets and staffing for external video marketing requests with internal and external resources
- Own relationships with 3rd party production companies, negotiation details and identifying gaps with current partnerships
- Oversee an annual vendor production budget, ensuring projects come in on-time and within budget

**DIRECTOR OF STRATEGIC ALLIANCES & PARTNERSHIPS | FUNCTION POINT** Vancouver, BC SEPT 21 – APR 23

- Engaged with creative industry partners, customer advocates, and prospects clients to build high functioning, positive, and sustainable partnerships
- Supported customers achieving immediate value from their investment through Deployment Consultative Workshops
- Drove product idea generation and contributed to a multi-year product roadmap
- Increased customer adoption and expanded FP brand awareness

**DIRECTOR OF PRODUCTION | SCISSORTAIL MEDIA & SPARK CREATIVE** Oklahoma City, OK FEB 2019 – NOV 2021

- United production teams after a company acquisition by emphasizing collaborative, team-oriented culture in conjunction with operational excellence to achieve business objectives
- Partnered with senior leadership to identify operational needs and develop company strategies, programs, and processes that directly impacted company profitability, employee performance and retention, and client satisfaction, including core values, 10-year target, 3-year picture, yearly and quarterly objectives, and project management system
- Identified the need for a new project management system, defined criteria to research and review solutions against, established and implemented best solution and new processes, trained 21 team members on how to operate the new system while maintaining other role responsibilities
- Prioritized and provided direction on 40+ projects simultaneously to ensure net-positive client experience throughout project lifespans
- Delivered 100+ projects as senior producer in a cross-functional team of 8 people
- Upsold one client's yearly spend by 186% / \$160,000
- Successfully managed budgets ranging from \$1,000-\$300,000
- Communicated project needs, direction, and updates with clients and staff empathetically and analytically
- Directly led 8 team members with diverse experiences levels and backgrounds

**LEAD PRODUCER & EDITOR | FREESTYLE CREATIVE** Oklahoma City, OK AUG 2017 – FEB 2019

- Launched new processes to streamline the production experience from end-to-end, resulting in a 18% increase in profitability on a per-project basis
- Fostered cross-team collaboration across across five departments
- Advised business development teams on crafting estimates and proposals related to production

**EDUCATION BACHELOR OF JOURNALISM** | University of Oklahoma, Norman, OK

## AWARDS

**EMMY AWARD, HEARTLAND REGION** | [Kirsten's Story](#), The University of Oklahoma Weitzenhoffer School of Musical Theatre

**EMMY AWARD, HEARTLAND REGION** | [Gabe's Story](#), Oklahoma Christian School