

ROCHELLE PERRY

Producer | Content Creator | Graphic Designer | Creative Strategist

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Professional Summary

Dynamic and highly collaborative Producer, Content Creator, and Designer with 19+ years of TV animation and media production experience across major networks including Adult Swim, Cartoon Network, and Nickelodeon. Skilled in various computer-based software programs while managing budget and personnel. Deeply connected to the Burbank creative community with a passion for serving the city through impactful visual communication.

Graphic Design & Visual Media

Freelance Designer - 2008 – Present

- Created art for animated shows - storybook art, background painter, color stylist, prop and character designer.
- Designed infographics, branded graphics, and promotional materials for social, web, and print, specifically for theatre productions.
- Proficient in **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Premiere, After Effects), Canva, CapCut, InShot.
- Platforms: **WordPress, Wix, Instagram, TikTok, Facebook, YouTube**.

Content Creation & Social Media

Let's Ro With It – Los Angeles, CA | Instagram: @letsrowithit

Content Creator | Dec 2020 – Present

- Develop social media and UGC for brand partnerships across Instagram, TikTok, and YouTube.
- Lead creative direction: scripting, filming, editing, posting, and delivering marketing-ready content.
- Collaborate with brands to align tone and storytelling with campaign strategy.

Production Experience

Adult Swim – Remote

Producer | May 2024 – Feb 2025 – Project: “Haha, You Clowns” (S1)

- Key liaison between multiple departments, fostering communication and collaboration among team members.

- Built and led the production pipeline, maintained daily operations, forecasted budgetary needs and cost savings.

Cartoon Network Studios – Burbank, CA

Producer / Associate Producer / Production Manager | 2015 – 2023 – Projects: “Invincible Fight Girl”, “Tig n Seek”, “Victor and Valentino”, “The Fungies!”, “Apple & Onion”, “Mighty Magiswords”, Flash Department

- Managed teams across pre-production to post, balancing creative and logistical needs.
- Oversaw hiring, vendor relations, Smartsheet schedules, and production reports.
- Pioneered new scheduling models to increase efficiency and workflow clarity.

Production Coordinator / Assistant Roles

Cartoon Network Studios | Splash Entertainment | Nickelodeon | Film Roman | 2006 – 2015

- Tracked and assigned work, managed art and voice record pipelines, ensured timely delivery to overseas studios.
- Supported storyboarding, asset tracking, scheduling, and vendor communication.

Theater Production

Producer | Write Act Repertory Theatre, Eclectic Company Theatre | 2008 - 2020

- Coordinated full theatrical productions including casting, marketing, and fundraising.
- Managed press, design, ticketing, and box office operations from concept to closing night.

Education

Woodbury University – Burbank, CA

BFA, Animation | Graduated Cum Laude

Outstanding Service & Leadership Award

Technical Skills

Creative Tools: Adobe Creative Suite (Photoshop, Illustrator, Flash, Premiere, After Effects, Dreamwaver, InDesign), Final Cut Pro, Final Draft, Harmony, Storyboard Pro, PowerPoint

Social Platforms: Instagram, TikTok, YouTube, Wix, Wordpress, InShot, CapCut

Project Management: Smartsheet, Movie Magic, ShotGrid, GreenSlate, SmartSheet, FileMaker Pro, Ariba, Entertainment Partners, Beeline

Other: Microsoft Office (Excel, Outlook, Teams), Acrobat

References

Available upon request.