

KRYSTLE MINETTE

Professional Digital Production Leader

[Portfolio](#)

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Orange County, CA



Education

California State University, Chico
Bachelor of Arts Communication Studies
Minor: Leadership

OTIS College of Art & Design, L.A.
Introduction to Graphic Design
Introduction to Computer Graphics

SUMMARY

Visionary digital leader with a track record of turning creative chaos into pixel-perfect, award-winning experiences. I architect digital strategies, lead cross-functional teams, and deliver high-impact experiential engagements. Whether it's crafting immersive activations, streamlining operations, or spearheading large-scale projects, I thrive on making the impossible happen—on time, within budget, and exceeding expectations. An innovative ideationist, a meticulous executor, and a humble team motivator all rolled into one.

CORE EXPERTISE

- **Digital Production Management** – Built and led a high-performing digital team, developing processes that drove efficiency and excellence.
- **Leadership** – Lead by example with flexibility, resilience, empathy, assertiveness, and a focus on inspiring and empowering teams members.
- **Experiential Technology & Innovation** – Specializing in multi-touch, augmented reality, virtual reality, simulators, object recognition, and mobile web applications.
- **Project & Budget Management** – Well-versed in Agile, Waterfall, and hybrid methods; expert in budgeting, SOWs, resource management, Gantt charts, and contract negotiation.
- **Client Leadership** – Build trusted partnerships with clients ranging from startups to Fortune 500s through open communication, humility, and a steadfast focus on client goals.
- **High-Stakes Production** – Masterful in executing digital experiences, video/media pre & post production, interactive installations, and gamification.
- **Strategic Communication** – Clear, persuasive, and laser-focused on objectives. Adept at translating complex digital strategies into actionable roadmaps.

PROFESSIONAL EXPERIENCE

Led the digital charge for a global experiential marketing powerhouse, transforming the department into a well-oiled machine. Helped define digital strategy, directed multi-disciplinary teams, and delivered cutting-edge activations for world-class brands.

- Built a high-performing digital department from the ground up, establishing processes, templates, and training initiatives that improved efficiency and team performance.
- Managed \$1M-\$5M+ in annual digital project revenue, ensuring profitability & year-over-year growth.
- Architected and executed award-winning experiential digital activations for Kia, T-Mobile, Ford, Puma, Subaru, Audi, and General Motors.
- Oversaw vendor & freelance resource selection, securing top-tier talent to execute flawless projects.
- Strengthened client relationships by partnering with account leads to ensure strategic alignment and exceptional delivery.
- Authored winning proposals, estimates, and scopes of work that helped secure key client projects.
- Collaborated with creative teams to ideate & refine concepts, ensuring alignment with client goals and brand strategy.
- Constantly evolving digital & technology knowledge by researching & leading inspiration meetings.
- Implemented post-mortem analysis, continually refining processes for efficiency and innovation.

Top Projects:

- Subaru Cave of Wonder: A 40-foot long "Peter Pan" projection gaming activation featuring 3 unique scenes
- Kia Racing Simulators: Designed & fabricated 2 realistic racing simulators for both the Telluride & Stinger
- T-Mobile The Claw: Designed & built a 10'x10' "arcade" claw machine that featured a quiz & daily prizes

EWI Worldwide
Director, Digital Production
Executive Digital Producer
07.2016-current

KRYSTLE MINETTE

EWI Worldwide
Senior Digital Producer
10.2015-7.2016

Quickly recognized for operational excellence and strategic vision, earning a promotion to head the digital department in under a year.

- Spearheaded large-scale experiential digital engagements, ensuring seamless execution.
- Developed airtight project plans, managing budgets, revenue forecasting, and invoicing while authoring Gantt charts, SOWs, NDAs, and MSAs—ensuring financial accuracy, legal compliance, and profitable delivery.
- Analyzed usage analytics to optimize program performance and drive continuous improvement.

PREVIOUS ROLES

Spinifex Group (George P. Johnson) | Senior Digital Producer (10.2013 – 10.2015)
JUXT Interactive (George P. Johnson) | Digital Producer (02.2011 – 10.2013)
Mattel Digital Network | Associate Web Producer (01.2009 – 02.2011)
Team One Advertising | Lexus.com Associate Web Project Manager (08.2006 – 01.2009)
The Designory Inc. | Account Coordinator (08.2005 – 08.2006)

NOTABLE PAST PROJECTS

- Ford Bronco “Egg Hunt” - WebApp QR code scavenger hunt for hidden “Easter eggs” on the Bronco
- T-Mobile Case Shop - A first-of-its-kind in-store custom phone case printing activation
- Kia Larger Than Life Color & Trim - Contactless gesture controlled configurator with haptic feedback
- Kia’s A Different Beat - A circular bench outfitted with 8 interactive seats and an animated LED floor
- Scion Swag Machine - World’s First Instagram-Powered Vending Machine
- Monsterhigh.com - Lead Producer on the launch of Mattel’s brand new toy line
- Pepsi Super Bowl Hype Zone – Instagram-powered vending machine & interactive photo booth

AWARDS & RECOGNITION

- GOLD EventMarketer - Subaru Cave of Wonder Experience: Best Use of Touch or Gesture
- BRONZE EventMarketer - Kia Simulators - “Best Combination of Event Technologies (B-TO-C)”
- GOLD Telly Award - Park West Gallery - “Art Explorer” in Immersive & Mixed Reality: Branded Content
- GOLD Event Technology Award - Scion Swag Machine - Best Use of Instagram
- FWA Site of The Day - Scion GhostGlass Object Recognition Activation

TECH & TOOLBOX

Project Management: MS Project, Basecamp, Omniplan, Slack, MS Teams, Google & MS Suite
Video Production: End-to-end oversight, from video shoots to post-production & editing
Design Program Familiarity: Adobe Photoshop, Illustrator, Keynote, Powerpoint, Figma
Social & Engagement: Snapchat, Instagram, Facebook, YouTube, Pinterest

FINAL THOUGHTS

A natural-born problem solver, digital expert, and digital creative, I thrive in fast-paced environments where innovation and execution meet. If you need someone to take your digital experiences from concept to award-winning reality, let’s connect.