

# KRYSTLE MINETTE

Director, Digital Production & Experiential Innovation

[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

Strategic digital leader directing award-winning experiential activations, building high-performing teams, and delivering measurable business impact for Fortune 500 brands. Adept at guiding cross-functional teams, shaping operational efficiency, and aligning digital innovation with client and company goals. Known for balancing vision with execution—able to engage C-level stakeholders, mentor emerging talent, and lead teams to deliver high-value programs that scale.

## CORE EXPERTISE

- **Department Leadership & Growth** – Build and scale digital teams; manage direct reports, freelancers, and vendors to deliver \$1M–\$5M+ in annual revenue.
- **Executive Collaboration** – Partner with COO, CFO, and other C-level executives to drive departmental growth, P&L performance, and fiscal planning.
- **Vision Casting & Engagement Leadership** – Trusted advisor to global brands; host digital showcases and workshops and lead digital within RFP pitches to help secure new business and grow client relationships.
- **Mentorship & Team Development** – Cultivate career growth for producers, junior designers, and interns, with past mentees advancing to leadership and senior roles.
- **Operational Excellence** – Proven record of implementing cost-saving vendor strategies, scalable processes, and efficient production models.
- **Leadership** – Lead by example with flexibility, resilience, empathy, assertiveness, and a focus on inspiring and empowering direct reports and teams. I'm proactive and hands-on, always ready to take ownership.
- **Experiential Production Expert** – Specializing in phygital, multi-touch, augmented reality, virtual reality, simulators, and mobile web applications.

## PROFESSIONAL EXPERIENCE

Lead the digital charge for a global experiential marketing powerhouse – transformed the department into a well-oiled machine. Help define digital strategy, direct multi-disciplinary teams, and deliver 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.
- Manage \$1M–\$5M+ in annual revenue, consistently ensuring profitability, fiscal accuracy, and year-over-year growth—including a \$2M+ increase in digital work in 2025.
- Collaborate weekly with COO and frequently with CFO, CMO, and CCO to align digital strategy with company-wide fiscal planning, growth opportunities, and P&L performance.
- Direct award-winning activations for Kia, T-Mobile, Ford, Subaru, Audi, Puma, and GM, advancing client engagement through cutting-edge experiential experiences.
- Implemented innovative cost-effective vendor strategies during and post COVID, introducing “white label” digital solutions that maintained client quality while reducing budgets.
- Spearhead semi-annual digital showcases and monthly inspiration meetings for sales, creative, and executive teams—strengthening company-wide understanding of digital possibilities.
- Strengthen client relationships by partnering with account leads to ensure strategic alignment and exceptional delivery.
- Direct the creation of project related contracts and scopes of work, safeguarding financial accuracy, legal compliance, and client alignment.

## 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 lead gen & daily prizes

**EWI Worldwide**  
**Director, Digital Production**  
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.
- Collaborated with creative teams to ideate & refine concepts, ensuring alignment with client goals and brand strategy.
- 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.
- Oversaw vendor & freelance resource selection, securing top-tier talent to execute flawless projects.
- Constantly evolving digital & technology knowledge by researching & leading inspiration meetings.
- Analyzed usage analytics to optimize program performance and drive continuous improvement.
- Implemented post-mortem analysis, continually refining processes for efficiency and innovation.

## 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 humble leader, I excel at guiding teams and organizations through complex challenges to deliver innovative, award-winning experiences that align vision with measurable business impact.