

Jay Rivera

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Executive Producer | Integrated & Multicultural Production | Business Affairs

SUMMARY

Executive Producer and Business Affairs leader with 15+ years of experience in integrated and multicultural advertising. Produced 150+ campaigns across broadcast, digital, social, print, and experiential, delivering 5–10% under budget. Combines end-to-end production leadership with talent negotiations, music licensing, usage rights, and SAG-AFTRA compliance. Contributed to Cannes Lions Gold and Global Grand Effie-winning work for major brands. Developed AI-enabled workflows that reduced manual production tasks by 30%.

COMPETENCIES

Executive Production
Integrated & Multicultural Production
Business Affairs & SAG-AFTRA Compliance
Production Budgeting & Cost Control
Talent Negotiations & Rights Licensing
AI-Enabled Production Workflows

EXPERIENCE

Independent Executive Producer & Production Consultant

Self-employed, Jul 2026 – Present

Provide executive production and business affairs consulting to brands, agencies and production companies across broadcast, digital, social, print and experiential, from scope and bidding through delivery.

- Lead talent, celebrity and creator negotiations, music licensing, usage rights, vendor contracts, union compliance and budget reconciliation.
- Design AI-assisted workflows for script breakdowns, bids, budgets, schedules, versioning and rights tracking, incorporating legal review, talent consent and human approval.
- Created 20+ AI-generated short-form social spots and built cinematic, video-first websites, including jayrivera.tv.

Director of Business Affairs – Process

Omnicom Production, Sep 2025 – Jul 2026

Led Business Affairs and Talent operations for a 175-person production organization supporting 30+ campaigns; managed escalations, workflow governance, and decision support for producers and Business Affairs managers.

- Standardized production and Business Affairs playbooks, reducing revision cycles 20% and aligning Creative, Production, Legal, and Finance.
- Implemented AI-enabled workflow automation that reduced manual production tasks 30% while maintaining 100% compliance.
- Introduced company-wide completion reporting and Producer-to-Finance workflows, improving project closeout accuracy through training and standardized controls.

Group Business Affairs Lead

Alma, Sep 2024 – Sep 2025

Directed business affairs for 30+ multicultural, multiplatform campaigns, overseeing contracting, talent, usage rights, music licensing and union compliance.

- Improved speed-to-market 20% and reduced legal review delays 25% through production workflow controls and tighter contract and licensing processes.
- Partnered with Executive Producers and Creative leadership on culturally focused campaigns, increasing client satisfaction scores 15%.

Director of Business Affairs

Alma, Feb 2024 – Sep 2024

Led business affairs strategy for multicultural campaigns valued up to \$3M, coordinating talent agreements, rights, licensing, and production compliance.

- Reduced contracting and licensing turnaround by 30% while negotiating talent and celebrity agreements, usage terms, and licensing provisions.
- Trained and mentored Business Affairs teams to strengthen contracting practices, workflow consistency and production coordination.

Executive Producer

Alma, Dec 2017 – Feb 2024

Executive produced 150+ integrated campaigns for McDonald's, PepsiCo and Intuit QuickBooks, managing productions up to \$3M per year from script through final delivery.

- Delivered campaigns 5–10% under budget through bidding, vendor negotiations and schedule management; oversaw editing, visual effects, animation, sound, music and localization.
- Produced Cannes Lions Gold-winning Pepsi work and contributed to QuickBooks "Think Ote" (2025 Global Grand Effie); collaborated on the Young Miko deal and Studio Pierrot animation across 30+ markets for McDonald's "WcDonald's."

Executive Producer

Marca Miami, Feb 2016 – Dec 2017

Led integrated campaign production for national and multicultural audiences, overseeing creative development, budgets, schedules, vendors, shoots, post-production and delivery.

- Reduced average production costs 10% through budget management, vendor oversight and cost monitoring.
- Improved production pipeline efficiency 20% and campaign delivery timelines 15% through structured planning and cross-functional coordination.

Executive Producer

The Richards Group, Aug 2012 – Oct 2015

Executive produced national broadcast, digital and integrated campaigns, managing production budgets, schedules, vendors and post-production.

- Led bidding and selection of production companies, directors and vendors, overseeing shoots and post-production from script through delivery.
- Negotiated vendor, director and talent contracts, securing competitive rates and rights clearances while coordinating creative, client and post-production teams.

EDUCATION

Bachelor of Arts in Communications, Minor in Business Administration, Fordham University, Bronx, NY

Airtable Admin Certification | AI Productivity & Workflow Training

ADDITIONAL INFORMATION

Languages: English and Spanish (native or bilingual proficiency). Tools: Microsoft 365, Adobe Workfront, Microsoft Dynamics 365, Airtable, Slack, Adobe Creative Cloud and generative AI production tools.