

# ROMA OEH

Data Analyst

Producer

Stylist

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## Roma Oeh

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## Summary

Data Analyst and visualizer trained in extracting insights and actionable information from data that drives business strategies. Dynamic history working in the media production and creative industry provides an advantage in efficient problem solving, meticulous attention to detail, an eye for insightfully clear design, and a wide range of adaptability.

*Doesn't just do the job - delivers results.*

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## Technical Skills

**Software:** Google Sheets, Microsoft Excel, PowerPoint, Python, Tableau, SQL, PostgreSQL, Illustrator, InDesign, Photoshop

**Tools:** G Suite, Microsoft Office, Adobe Creative Suite, Trello

**Additional Skills:** Project Management, Business Strategy, Presentation Design, Creative Direction, Networking, Task Management, Leadership, Data Modeling, A/B testing, Advertising & Marketing, Visualization, Identity Branding

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## Experience

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### Freelance / Producer, Project Manager, Stylist

DEC 2009 - PRESENT, SAN FRANCISCO / NEW YORK CITY / LOS ANGELES

- Lead the creation of images and video for online and in-store/events constructing creative briefs, project treatments, mood boards, milestone roadmaps, budgets, schedules, meetings, bookings, shoots, editing, expensing and invoicing.
- Assign and manage photographers, talent, and creative crew. Structure looks and shoot schedule to meet daily shot count and delivery deadlines.
- Research, source, and style wardrobe + props for both on-figure and product.
- Prioritize and problem solve, always anticipating potential obstacles and remedies for a smooth execution.

### Sony Alpha / Stylist, Producer

AUG 2018 - AUG 2022, MULTI-LOCATION

- Acted as liaison between agents, talent, artists, client, providing project management support
- Created relationships with local agencies across the U.S., scouting for local talent in each city
- Analyzed priorities and workflow, always looking for ways to optimize + streamline efficiency in process
- Collaborated on creative strategy, built project treatments, organized concept ideation and logistics

- Managed, trained, sourced wardrobe, and dressed 6 - 100 talent for each shoot

### **eBay / Producer**

MAR 2018 - OCT 2018, SAN JOSE / SF / NYC

- Oversaw entire lifecycle of photo/video shoots from initial brainstorming - logistics - shoot - post wrap ups
- Developed and managed schedules, planning effective workflow with clear deliverables and milestone dates, communicating project process status updates to provide transparency/visibility to team
- Maintained strong external relationships with partners and agencies, as well as in-house departments
- Operationalized shoot calendar, concept development, pre- and post- production; determined budgets, procurement of merchandise, invoicing procedures.
- Monitored and ensured compliance of creative brief and review processes, resource management, and budget adherence (\$25k - \$300k).

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## **Education**

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### **Thinkful / Certificate, Data Analytics Program**

JAN 2023 - JUL 2023, REMOTE

- Produced and presented professional projects and presentations from concept to completion focused on business forecasting, price modeling, and statistical analysis.
- Developed skills in data analytics systems, including Excel, PostgreSQL, Tableau, Python, PowerPoint, and GitHub, and methodologies, including dashboarding, performance tracking, data wrangling, cleaning, and analysis.

### **Academy of Art University / B.F.A., Computer Arts Web Design: New Media**

JAN 2009 - APR 2013, SAN FRANCISCO

- Initiated and implemented comprehensive skill set in contemporary interaction and experiential design (UI / UX) based on design thinking, visual communication, user experience, product design, identity branding, motion graphics, front-end development and technology.
- Generated skills in multimedia arts, including Illustrator, Photoshop, InDesign, Final Cut, After Effects, LightRoom, Adobe Creative Suite, photography, videography, graphic design, color theory, HTML, CSS, WordPress, social media strategy, identity branding, digital marketing, art direction and interactive media.

### **College of Marin / A.S., Business**

SEPT 2006 - DEC 2008, MARIN COUNTY

- Initiated and implemented comprehensive skill set in contemporary interaction and experiential design (UI / UX) based on design thinking, visual communication, user experience, product design, identity branding, motion graphics, front-end development and technology.
  - Attained skills in business, including PowerPoint, MS Office, technical analysis, communication, collaboration, innovation, administrative, vendor management, critical thinking, advertising, forecasting and information technology.
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