

# ALI COTRELL

## Executive Producer | Creative & Content Operations Leader

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### SUMMARY

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Creative leader and executive producer with 15+ years turning business goals into content that ships at scale. I build the operational systems that move creative work from intake to delivery: demand planning, prioritization, workflow design, agency and vendor management, and the cross-functional alignment that keeps high-volume production predictable. At Meta I run a content operation spanning 200+ projects a year, and I have been building AI-native workflows that make creative teams faster without losing the craft.

### CORE COMPETENCIES

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Content & Creative Operations • Intake & Prioritization • Capacity & Resource Planning • Workflow Design • Agency & Vendor Management • Cross-Functional Leadership • Budget Oversight • Executive Communications • Global Content Production • AI-Native Creative Workflows • Stakeholder Management • Operational Governance

### EXPERIENCE

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#### Meta | Executive Producer, Communications

2019 – Present

*Creative and operations leader on Meta's Communications team. Lead an in-house creative team and external agency and vendor partners producing high-visibility internal and external content at scale.*

- Rebuilt creative operations across **200+ projects per year**, delivering **15% cost savings and 10% output growth** through capacity planning, intake prioritization, and strategic resource management.
- Led content production for Mark Zuckerberg's Connect keynotes, generating large-scale press coverage and a **79% message pull-through rate in 2024**.
- Manage agency and vendor partnerships, defining engagement standards, workflows, and performance expectations that keep delivery predictable across campaigns, channels, and formats.
- Built and launched internal **AI upskilling initiatives** that drove record engagement with internal creative tools, making AI part of how the team produces work.
- Partner across communications, product, and creative teams in a highly matrixed organization to align demand with production capacity and shared operating standards.

#### Meta | Film Producer, Communications (Contract)

2017 – 2019

*Produced global branded video, executive keynote assets for flagship events, and high-profile campaigns.*

- Produced C-suite video assets and keynote content for flagship events including F8 and Connect.
- Led the "**Community Voices**" documentary series that lifted sentiment internally and externally.
- Launched an internal video channel that grew into an industry leader in employee engagement.

#### HawkMoth Creative | Executive Producer & Founder

2015 – 2017

*Founded and ran a boutique production studio delivering branded campaigns.*

- Delivered branded films for clients including Google, Spotify, Salesforce, and London Business School.
- Owned creative, budgets, and delivery on projects ranging from **\$50K to \$500K**, managing crews and vendors end to end.

#### Earlier Production Career | Producer / Field Producer / Writer

2007 – 2017

*Broadcast, documentary, and branded content for major networks and studios.*

- Field produced the Netflix feature documentary "**Game Changers**" for an Oscar-winning director, and led a 5-person crew on MTV's "**Real World: Ex-Plosion**."
- Produced and wrote series for National Geographic, Travel Channel, Discovery, and Animal Planet via Indigo Films and Michael Hoff Productions.
- Managed global field logistics, budgets, crews, and post teams on accelerated schedules.

### EDUCATION

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San Francisco State University | BA, Broadcast Communications