

Desiray "Dre" Ramirez

Creative Producer • Content, Video & Experiential

Los Angeles, CA • dre@wearenotstayingin.com • dreramirez.com • linkedin.com/in/dreramirez

PROFILE

Creative producer with 10+ years building and delivering content for global brands including Pepsi, Red Bull, McDonald's, Tanqueray, and Baileys. I run projects end to end: concept, crew and talent sourcing, studio and location shoots, budgets and vendors, and post production. Equally comfortable directing a team or doing the work myself, shooting, editing in Premiere Pro and CapCut, and finishing content that performs. Background spans brand campaigns, short form social, experiential activations, and hospitality marketing across eleven properties and 30+ brands.

WHAT I DO

Content & Video Production • Video Editing (Premiere Pro, CapCut) • Photography & Art Direction • Studio & Location Shoot Management • Talent, Crew & Vendor Sourcing • Experiential Production & Run of Show • Set Styling & Creative Concepting • Influencer & UGC Campaigns • Budget & Project Management • Social Strategy & Content Calendars

BRANDS

Pepsi • Red Bull • McDonald's • Tanqueray • Baileys • 7UP • Casa Azul • Laelia Tequila • Loca Loka • Howler Head • Fiero

EXPERIENCE

Creative Services Manager / Digital Marketing Manager • Sweet&Chilli Creative Agency, Los Angeles *Feb 2023 to May 2025*

- Produced 80+ brand campaigns end to end, covering concept, crew and talent sourcing, shoot production, budgets, vendors, and final delivery
- Creative lead on the \$2M Pepsi Super Bowl 'Sip City' activation, overseeing visual concept, asset production, and on site execution
- Shot, directed, and edited photo and video content in house, including short form social cuts and long form brand promos in Premiere Pro
- Ran the agency's in house creative studio team, managing workload, review cycles, and asset production across studio shoots, fabrication, and post
- Built the agency's influencer marketing program from scratch, driving a 15M impression global campaign and 35% retail sales growth across NY, CA, and TX
- Concepted and produced the Fiero Truck Tour, a fully immersive food truck activation, from environmental design through live launch

Founder & Head of Creative • Not Staying In, LA Social Club & Lifestyle Brand *2025 to Present*

- Produce monthly immersive events end to end: concept, run of show, talent, vendors, budgets, and on site execution
- Shoot and edit all event content, and manage brand voice and community across TikTok, Instagram, Geneva, and Partiful
- Grew the community from zero to 3.6K+ across platforms, with engagement rates as high as 91.68%

Freelance Creative Producer • Ally Lewber (Vanderpump Rules), Los Angeles *May 2025 to Jan 2026*

- Produced content for a nationally recognized public figure across Instagram, TikTok, and YouTube
- Handled the full cycle: concept, scripting, shooting, directing, and editing, plus affiliate monetization setup

Marketing Coordinator • Relevant Group, Hospitality, Los Angeles *Dec 2021 to Sep 2022*

- Managed influencer, celebrity, and digital marketing across eleven hospitality properties simultaneously, including two I opened (Mother Wolf, Mes Amis)
- Coordinated photo and video shoots and partnered with LA PR agencies (A-List, Purple) on earned media and placements

Social Media Manager • Pauly's Project Org., Non-Profit, Los Angeles *Nov 2022 to Feb 2023*

- Produced video and visual content that increased engagement and digital fundraising performance

Founder • Kesh, E-Commerce Jewelry Brand, Los Angeles *Feb 2019 to Apr 2021*

- Built a DTC brand from scratch across creative, content, influencer, paid media, and SEO, reaching 150% audience growth and a 13% conversion rate

Assistant Event Photographer • Jeepster Photography, Los Angeles *2009 to 2014*

- Photographed 200+ large scale events, building a foundation in lighting, composition, and real time execution on set

Earlier: Account Specialist, DTLA Print (2016 to 2018)

TOOLS

Adobe Premiere Pro • CapCut • Photoshop • Lightroom • Canva • Figma • Asana • Monday.com • Airtable • Slack