



Yaminah Cummings

Executive Creative Producer

CONTACT ME

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EDUCATION

Film & Design Production Certificate

The Film Connection

December 2022

Masters of Media Design & Communication

Full Sail University

MFA

Bachelor of Public Relations

University of Central Arkansas

Minor: Business Management

PROJECT/PORTFOLIO

- Project:** Fox Game Show Season 6
Position: Casting Producer
- Project:** Arkansas Marketing Commercial
Position: Casting Assistant
Film: Safeword
- Position:** Producer Assistant & BTS Photographer
Film: Delusional Dance Moms
Position: Photographer
TV Series: All The Queens Men
Position: Background crew
- Project:** Arkansas Magazine Fashion Show
Position: Creative Director
- Project:** Classic Fitness Brand Shoot
Position: Creative Director & Photographer
Project: Borgata Brand Shoot
- Position:** Creative Stylist & Photographer
Project: Cute INK Tshirt Brand Shoot
- Position:** Creative Director & Photographer
Project: Crowned Skin Beauty Shoot
Position: Creative Director + Stylist
- Project:** IR Beauty Product Shoot
Position: Creative Director + Stylist
- Project:** K's Fruitz Product Shoot
Position: Creative Director & Photographer
- Project: Oscars 2018 | Position: Production Assistant
- Project: LAFW Spring 2019 | Position: Production Assistant
- Project: LAFW Fall 2019 | Position: BTS Photographer

WORK EXPERIENCE

Executive Creative Producer 2022 - Current **salt Productions**

- Campaign Execution, Event Planning & Project Management. Oversaw end-to-end creative execution for high-impact campaigns, from initial planning to final production, ensuring cohesive brand storytelling across all channels.
- Graphic design, web design, marketing and branding, social media management. Directed art and visual design for marketing, branding, and social media content, ensuring brand consistency and engagement with target audiences.
- Produce events and trade shows. Led creative direction for large-scale events and tradeshows, collaborating with photographers, stylists, and production teams to deliver immersive brand experiences.

Art Director, Digital Campaigns & Visual Strategy 2021 - Current **Design360**

- Manage all logistics and communications from beginning to end with clients → Provided creative leadership across multiple projects, driving design excellence in digital content creation, including stills and video, to meet brand goals.
- Manage development of all CRM communications and materials → Directed the visual communication strategy for CRM and digital campaigns, collaborating with multidisciplinary designers to produce high-quality content.

Creative Project Manger, Brand Experiences 2019-2021 *Military Move **SHEIN Fashion Group**

- Spearhead company events, activations, and tradeshow strategy → Drove creative strategy for fashion campaigns and branded experiences, managing teams of stylists, photographers, and designers to create visually impactful content for fashion shows and retail environments.
- Drive marketing influenced pipeline and generate MQLs through onsite activations → Led the creative direction for on-site activations, ensuring brand imaging aligned with seasonal fashion moments and retail strategies.

Associate Project Manager, Event Visuals 2017-2019 *Military Move **McVeigh Global Meetings & Events**

- Oversaw creative production planning for large-scale branded events, including creating comprehensive project plans, establishing timelines, and managing budgets to align with creative objectives and brand guidelines.
- Collaborated cross-functionally with design, production, and marketing teams to ensure event visual assets were cohesive, high-quality, and delivered within set timeframes.
- Led the development and execution of event registration platforms, ensuring that all visual design elements were aligned with brand standards and user experience best practices.

Marketing Coordinator, Brand Communication 2015-2017 **Conway Regional Hospital**

- Supported the marketing team in planning and executing visual communication strategies, ensuring brand consistency across social media and digital channels.
- Collaborated on the creation of digital content for social media platforms, drafting compelling messaging, designing visuals, and managing social media accounts to engage with target audiences and enhance brand presence.
- Compiled and analyzed website and social media performance data, providing insights to optimize marketing strategies and improve content engagement.