

CIARA R. SOOKINS

MULTI-HYPHENATE PROFESSIONAL

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EXPERIENCE

Invisible Dynamics

Los Angeles, CA

Project Manager

October 2025 - Present

- Lead cross-functional creative, strategy, and client teams through end-to-end project management, ensuring alignment between client objectives and agency vision across multiple campaigns in fashion, wellness, and retail
- Act as the primary point of contact for project updates, coordinating across creative, strategic, and client service teams to maintain a seamless workflow
- Collaborate with the leadership team to enhance client relationships, develop engagement models, and drive business growth

STEEZY Studio

Los Angeles, CA

Accounts Lead

April 2023 - October 2025

- Led the Media Team by overseeing production schedules and workflow processes, developing project roadmaps, and mitigating risk factors to ensure timely and successful project delivery
- Acted as the primary liaison throughout the campaign lifecycle overseeing project timelines, kick off materials, external and internal reviews, and asset delivery
- Produced multi-platform paid, owned, and earned campaigns across Instagram, TikTok, and YouTube, achieving over 100M+ impressions
- Developed client relationships and maintained ongoing communication throughout planning and execution of projects. Clients included: Nike, Honda, Disney, Jordan, Red Bull, OGX Beauty, Amazon Prime Video, Universal Music Group, and Warner Music Group
- Provided clients with proactive POVs on social platform trends, strategy, and culture by shaping campaign direction and creator partnerships

STEEZY Studio

Los Angeles, CA

Talent Manager

August 2021 - April 2023

- Scaled instructor and influencer roster by 30% in 1 year, increasing talent diversity and supporting content production capacity
- Managed outreach, casting processes, and negotiations of pay with over 150+ influencers, creators, talent, and/or representatives for campaigns, driving social content growth while managing monthly budgets
- Booked on-camera talent contributing to a 100% growth in YouTube subscribers (1M+) within 16 months
- Cultivated strong interpersonal relationships with talent and influencers as a representative of the company and provided encouragement for them to become passionate brand advocates for the company

STEEZY Studio

Los Angeles, CA

Lead Production Coordinator

March 2021 - August 2021

- Executed complete ownership of 2 studios and all production elements for on-site shoots and experiential influencer and talent events
- Managed and developed statement of works, non-disclosure agreements, exclusivity agreements, and talent releases
- Liaised with music producers to obtain licensing rights and negotiated contracts for music used within the company's product

AMD College of the Performing Arts

Los Angeles, CA

Education Administrative Coordinator

January 2019 - March 2021

- Coordinated individual voice lessons for over 500+ students in the Music Theatre, Acting, and Dance Departments
- Prepared reports from the implementation and administration of production surveys and faculty evaluations compiled from student responses
- Created over 600+ faculty contracts, the master faculty pay grid, approved timecards and processed payroll addendums

Go 2 Talent Agency

Los Angeles, CA

Talent Agent

September 2017 - December 2018

- Pitched and submitted talent to maximize and create opportunities for clients and to contribute to company's revenue
- Established and maintained strong relationships while providing guidance for client's career trajectories
- Negotiated contracts and created deal memos on behalf of union and non-union talent to ensure talent were employed under proper working conditions and industry standard rates

Go 2 Talent Agency

Los Angeles, CA

Assistant to the On-Camera Department

September 2015 - September 2017

- Inputted and updated highly confidential data and information into the InEntertainment database
- Provided administrative, client, and customer support via email, telephone, and in person
- Maintained the agency's daily appointment schedule by booking client meetings for agents

EDUCATION

Bachelor's of Science in Human Services

Old Dominion University

Minor: Psychology

Honors: Cum Laude Graduate

SKILLS

Campaign Execution | Project Management | Creator Campaign Strategy | Client Relations | Cross-Functional Team Leadership | Budget Management | Talent Sourcing | Trend Forecasting | Contract Negotiation | Performance Reporting & Analytics