

# Emily Sarale Alberti

CREATIVE PRODUCTION

COMMERCIALS & BRANDED FILMS

SOCIAL MEDIA

EVENTS & ACTIVATIONS

PHOTOGRAPHY

## Contact

### PORTFOLIO

saralealberti.com

### EMAIL

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### BASED IN

San Francisco, CA

## Education

Bachelor of Arts in  
Journalism, Advertising  
University of Oregon

## Skills

- \* Budget & timeline management
- \* Video, photo, audio, social & event production
- \* Post-production oversight
- \* Project management
- \* Problem solving
- \* Strong communication
- \* Mentorship and team development
- \* High attention to detail

## Tools

FIGMA

FRAME.IO

G-SUITE

MONDAY.COM

SLACK

CLAUDE COWORK

CLAUDE CODE

GLEAM

PLAYHT

## About

With almost a decade of experience, I'm a resourceful and strategic Creative Producer with a passion for crafting meaningful brand stories through video, photography, social, and experiential activations. At Instacart, I helped pioneer the transition from still to motion, scaling their production capabilities, building vendor relationships from scratch and shaping a scrappy, nimble creative team into a high-performing, story-driven content engine. I thrive at the intersection of logistics and creativity, and am always looking for what's next.

## Work Experience

### INSTACART

NOVEMBER 2021 – PRESENT

### Senior Creative Producer

LOCAL PRODUCE – AD AGE 2026 IN-HOUSE AGENCY OF THE YEAR

- \* Supported the evolution of Instacart's in-house production team by expanding capabilities from stills to live-action, while building scalable workflows in partnership with senior leadership.
- \* Played a key role in building out an in-house photo studio, collaborating on infrastructure, processes and team development, including hiring and supporting an in-house photographer.
- \* Built and maintain a trusted network of directors, editors and production vendors to support content across multiple channels.
- \* Collaborate with cross functional partners including creative, marketing, communications and product teams to bring campaigns from concept to final delivery.
- \* Manage full production lifecycles from brief through delivery, ensuring on-time delivery and high creative standards.

### DUNCAN CHANNON

SEPTEMBER 2017 – NOVEMBER 2021

### Integrated Producer

- \* Produced video, audio and digital projects across all stages from bidding, budgeting and scheduling to casting, business affairs, post-production, and delivery.
- \* Kept projects on track through hands-on oversight, strong documentation and close collaboration with cross-functional teams.
- \* Worked with internal teams and external vendors to ensure all deliverables met creative expectations, deadlines and platform requirements.