

ANNA BARTO

Zurich, Switzerland | [Email: barto.annie@gmail.com](mailto:barto.annie@gmail.com) | [Phone: \(CH\) +41 78 480 34 26](tel:+41784803426) / (UK) +44 7572 995 462 | [LinkedIn: /in/anna-barto-producer](https://www.linkedin.com/in/anna-barto-producer)

SENIOR PRODUCER | CREATIVE PROJECT LEADER | EX-GOOGLE & YOUTUBE | XR, VR, AR

A seasoned, versatile & innovative Senior Producer with 6 years of production leadership expertise in the Tech space. Skilled in leading content production, creative project management, digital content strategy & data analysis, and YouTube channel management. Passionate about all things XR (VR, AR, MR).

Trusted creative partner to executive leadership teams, driving the production process from ideation, to crafting hero stories, directing content strategy, and seamless project delivery. Well-versed in edutainment and edu/learning content, VR/AR interfaces, content development, and publishing.

Self-starter with strong production leadership skills internationally. Adept in managing people, production resources & budgets, partner management, and public speaking. Recent graduate (Nov. '23) of a 2-month program on Virtual Reality & Augmented Reality, at MIT xPRO (distance learning).

SKILLS

Production Leadership | Digital Content Strategy & Development | XR (AR, VR, MR) | Creative Direction | Digital Media | Budget Management | Data Analysis | Development Pipelines | Project Management | Publishing | Video & Podcast Production | Production Process Improvement | Resource Allocation | Research & Development | Prototyping | Story Editing | Transmedia Storytelling | People Management | Partnerships | Client Management

Tools & Software

Bug Tracking (Google's Buganizer) | Wiki (Google's g3doc, Google Sites) | Project Planning (Workfront, Monday.com) | YouTube Channel Management (YouTube Studio, Analytics & Content ID) | Audio & Podcast (Adobe Audition, Audacity, Transcript, Libsyn) | Editing (Adobe Premiere Pro (Basic)) | Digital Asset Management (Frame.io, Iconik.io) | Design (Adobe Photoshop, Illustrator & In-Design (Basic), Canva) | VR/AR (Unity (Basic), Meta Spark Studio (Basic), Headjack) | Online Advertising (Google AdWords) | Web Performance (Google Analytics) | Markup & Programming Languages (CSS, HTML, SQL (all Basic)) | Office Suite (Google Workspace, Microsoft 365)

SELECTED HIGHLIGHTS

- Revitalised & managed an underperforming YouTube channel, doubling annual subscribers from 30k to **70k+ each year** while increasing yearly views by 50% (4M to **6M**), and watch time by 80% (100k to **180k+ hours**).
 - Recognised for driving **record-breaking growth** by: pioneering a **content pipeline** for the channel, producing end-to-end **9 new series**, overseeing the **channel's management**, and leveraging **data analysis** of the content performance; all this achieved without any paid advertising.
- Launched & managed a **successful podcast** with **1.5M+ downloads** in 2.5 years, executing various experiments to boost performance; implemented a **smart app banner** (achieved a 146% increase in downloads) and a **transcript workflow** (20%+ of listeners downloaded transcripts).
- Managed a team of ~4 since Feb. 2021; directed **production resource planning** for 100s of external-facing online videos & podcast episodes yearly.
- Recently graduated the **MIT xPRO VR/AR 2-month program**, which provides comprehensive **hands-on training in XR experience development**; the program covers key aspects of **AR & VR technologies**, **XR design principles**, prototyping, application and game development, Social VR, diversity & inclusivity in XR, and XR experience evaluation. The training also places a strong focus on mastering the basics of **Unity**, a key **VR game engine**.
- Championed the **YouTube Partner Program launch** in 10 countries, impacting over a million YouTube channels and **100+ million monetizable views** per week; leveraged extensive data analysis, country prioritisation, & budgeting to create a launch strategy; cross-functionally collaborated with product, legal, PR, sales, and marketing teams.
- Headed the **global crowdfunding activation** for YouTube, leading the initiative from inception to global implementation, including research, hypothesis generation, education material creation, and collaboration with the EDU team for a successful Creator Academy session.
- Spearheaded launch of the **first agency program** for small & medium-sized agencies in the Czech Republic & Slovakia, managing a portfolio worth **\$2M+ USD**; achieved the second-highest incremental spend (24% average weekly uplift) across global small & medium-sized agency programs.
- Earned the **YouTube North Star Award** in 2016; recognised by the VP of YouTube Operations for exceptional impact in activating auto mid-roll ads for channels with long-form content, contributing to a **30% increase** in Revenue Per Hour.
- Selected as one of only **9 participants** in EMEA to attend the TransformatLab, a cross-platform **idea development lab** in 2014.

PROFESSIONAL EXPERIENCE

Google Developer Media Lab (contracted via Advanced Systems Group)

Feb. 2018 – Present

Senior Producer

Feb. 2021 – Present

- Lead & mentor a team of producers based in the US & UK, overseeing end-to-end production of 100s of video & podcast episodes annually.
- Formulate annual content strategies & individual project briefs, managing budgets ranging from small-scale (under \$5k) to larger projects (\$50k - \$100k) and extensive campaigns/programs (\$500k - \$1M).

- Pilot cutting-edge industry practices, such as beta testing YouTube's multi-audio track feature in collaboration with Google's Universal Translator team for AI-generated synthetic voice in multiple languages, implementing a smart app banner to promote a podcast, and conducting YouTube audience surveys.
- Drive adoption of best practices by authoring documentation and providing training, exemplified by the creation of resources such as "Top 10 strategies for developer video content," "Podcast series: from zero to hero," and "YouTube Short best practices."

Producer // Video & Podcasts

Feb. 2018 – Feb. 2021

- Led end-to-end production of various video & audio formats, catering to Google's online media channels with a technical focus.
- Specialised in educational videos, including in-studio productions with sets and green screens, remote productions, podcasts, and animations.
- Conducted documentary-style video shoots at diverse locations across Europe, the Middle East, and the US.
- Collaborated cross-functionally with a global team of in-house & freelance experts, including cinematographers, editors, motion graphic designers, illustrators, sound designers, and distribution and social project managers.

YouTube

Sep. 2014 – Jul. 2017

YouTube Content & Partnerships Manager // CEE & Israel

- Served as a YouTube content expert, specialising in programming strategy, amplification & commercialisation, creative format development, digital-friendly production, and digital rights management.
- Developed and nurtured a diverse portfolio of talent, including film & TV production companies, music labels, radio stations, as well as individual creators in beauty, gaming, and comedy niches.
- Acted as the London YouTube Space liaison for the Czech feature documentary 'Nejsledovanejsi' (translated to 'Following' in English), capturing a year in the lives of 6 popular Czech YouTubers.

TransformatLab

Jun. 2014 – Sep. 2014

Producer // Transmedia

- Spearheaded the pre-production & ideation of Transmedia Academy, an interactive multi-platform learning experience centred around transmedia storytelling; this innovative project encompassed a web interview series, a MOOC/YouTube channel, and a tablet app.
- TransformatLab was a cross-platform idea development lab in partnership with Skillset Media Academy Wales & MEDIA; co-sponsored by Channel 4.

Google (UKI & CZ/SK)

Jun. 2011 – Aug. 2014

Audience & Media Strategist // Digital Advertising

- Crafted intricate, audience-focused advertising strategies across key Google-powered media channels: YouTube, mobile, display, social & search.
- Led major beta tests involving Facebook AdEx and Nielsen audience reach reporting, contributing to innovative advertising initiatives.

EDUCATION

BSc: Business, Language & Culture (*research-based degree taught in English & Spanish*), Copenhagen Business School – Denmark

2008 – 2011

TRAINING & DEVELOPMENT (XR, FILM PRODUCTION & PEOPLE MANAGEMENT)

MIT xPRO: Virtual Reality & Augmented Reality; 2-month program – remote.

Completion Date: Nov. 2023

Franklin Covey (US): Change: How to Turn Uncertainty into Opportunity and The 6 Critical Practices for Leading a Team

2021 – 2022

Media Training (UK): Podcasting: Introduction and Filming & Editing Interviews

2017 – 2019

National Film & Television School (UK): Running Your Own Production Company

2018

Documentary Summer School, Locarno Film Festival: Topic: "Representations That Build Bridges, Representations That Divide"

2018

Australian Film Television & Radio School (Summer Intensive Courses): Feature Documentary and TV Shooter Producer

2018

University of Melbourne (Summer School): Writing for the Screen, Directing Actors / the Film, and Cinematography Intensive

2018

Filmbase (Ireland): Producing a Documentary / Short Film, DSLR Filmmaking, and FCPX Colour Correction

2014 – 2017

British Film Institute: Film Production on a Budget, and Editing

2015 – 2016

London Film Academy: Lighting & Shooting for Film & Digital

2015

London Film School: Visual Storytelling

2015

HOBBIES & INTERESTS

- XR applications (narrative VR especially), film, film & multi-genre festivals, digital content.
- Traveling, cultural learning (lived in 7 countries for a long period of time).
- Theatre (including dance), non-fiction literature, live jazz, vinyasa yoga, hiking, swimming.