

Jaira Cohen

(Romero)

PRODUCER · BUILDER · OPERATOR

jaira.romero@gmail.com · Los Angeles, CA · linkedin.com/in/jaira-romero-018b8647



EDUCATION

UC Riverside
BA, Communications

RECOGNITION

2013 Sports Emmy Award
NFL UP! — Sports Programming

AFFILIATIONS

WISE — Women in Sports
& Entertainment
LA Sports & Entertainment
Commission (volunteer)

STRENGTHS

Production & operations
Account management
Community building
Brand & social strategy

PROFILE

Producer and operator with 15+ years across sports, entertainment and tech — from NFL, FOX Sports and Amazon to founding RemoteWoman & RemotePOC. Equally comfortable with a CEO, a celebrity or a coworker.

EXPERIENCE



RemoteWoman & RemotePOC

Jan 2019 – Present

Co-founder · Los Angeles, CA

- Co-founded and scaled two remote-jobs platforms — RemoteWoman.com and RemotePOC.com — built on remote-first cultures.
- Scaled the business to \$3M+ in revenue and 1M+ visitors per year.
- Curated thousands of high-quality remote roles across marketing, design, engineering and customer support.
- Built and led a private Slack community for professional women, fostering peer support and career growth.
- Drove growth through social strategy, content marketing and partnerships with hiring companies.



Ayzenberg

Jun 2018 – Jan 2019

Associate Producer · Pasadena, CA

- Launched and scaled Microsoft's social media campaigns across platforms and 3rd-party titles.
- Managed multiple production projects simultaneously, optimizing scope and schedules daily.
- Coordinated with account, creative, ops and accounting teams on contracts, financials and deliveries.



Amazon

Oct 2017 – Jan 2018

Digital Campaign Manager (Contract) · Santa Monica, CA

- Managed campaigns for Toyota and Lexus on Amazon's signature properties — millions of ad impressions.
- Coordinated with creative directors, design teams, sales, QA and account management.
- Owned reporting, optimization and client insights.



Pandora

May 2016 – Nov 2016

Campaign Specialist (Contract) · New York, NY

- Built and trafficked media plans for entertainment and political verticals via Slingshot.
- Tracked delivery and pacing across DoubleClick, Sizmek and Salesforce.
- Delivered client wrap reports, screenshot decks and QA reporting.

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Maggie Vision Productions

Oct 2014 – Nov
2015

Talent Booker · New York, NY

- Pitched and booked celebrity talent and athletes for the 2015 NFL Honors, 2015 ESPY Awards and The Tonight Show Starring Jimmy Fallon.
- Managed the 2015 ESPY Body Party and ESPN's digital initiatives with Cadillac, Grey Goose and Miller Lite.
- Talent-wrangled on red carpets, sets and promo shoots.



NFL Media Group

Jul 2012 – May
2014

Associate Producer · Culver City, CA

- ★ *2013 Sports Emmy Award* — Associate Producer, Sports Programming for "NFL UP!".
- Led fitness shoots on NFL.com plus Senior Bowl, Pro Bowl, Super Bowl XLVIII, Combine and the Draft.
- Tracked budgets and managed freelance schedules for digital media.
- Coordinated travel and logistics for 200–300+ personnel across Combine and Super Bowl XLVII.



FOX Sports

Aug 2009 –
Dec 2012

Assistant & Social Media Coordinator · Los Angeles, CA

- Coordinated crew and talent travel for Pac-12, Lakers, Dodgers, Angels, Clippers, Kings and Ducks.
- Built Fox College Football's Twitter and Facebook presence with original content and analyst collaborations.
- Reported on engagement metrics and surfaced new social trends weekly.