

# ANGELICA GEHR

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Multimedia content operations, production, and program leader with over a decade of experience building scalable systems and net-new roles from the ground up. Spent the past 7 years managing content operations at prominent venture capital firm Andreessen Horowitz (a16z) in its influential editorial organizations. I specialize in building and automating production workflows to help creative teams of all types and sizes get significant leverage by reducing unnecessary cycles, smoothing cross-coordination friction, and unlocking greater productivity to help teams scale.

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## EXPERIENCE

### Andreessen Horowitz | April 2019 – June 2026

*Content Operations Lead, a16z crypto (September 2022 - June 2026); Editorial Production Coordinator, a16z (April 2019 - August 2022).*

#### Systems

- **Operationalized all content systems** for the influential a16z editorial team — which comprised editors across several different verticals (bio, consumer, enterprise fintech, growth) — working closely with the then-managing editor and editor in chief to help address several scaling issues and opportunities.
- **Built and managed all team and early firmwide Airtable systems** that gave editorial leadership and creators clearer visibility into planning, pipeline health, production status, and workload. Created editorial calendars for production meetings, editor-in-chief pipeline views for current and upcoming pitches, custom team member views, and kanban/status views to surface committed work, bottlenecks, progress, and kill-to-close ratios—helping the team scale content output with greater predictability.
- **Created content-side compliance coordination and systems** within a registered investment advisor environment to organize and accelerate content approvals and remove bottlenecks in publishing schedules for the crypto team. Redesigned the internal compliance content review process end-to-end in Airtable by building intake workflows, user-friendly form interfaces, adding prioritizations, team email automations, and live sync to the Compliance team's separate tracker — minimizing turnaround time by 63%, from an average of 23 hours to 8.5 hours in review iterations.
- **Built Airtable interfaces, forms, and automations** to support cross-functional workflows, ensuring key handoffs, submissions, approvals, and updates stayed on track without adding friction for stakeholders. Designed user-friendly flows that allowed other teams to engage with the process without needing to navigate the underlying Airtable systems.
- **Owned the release form and disclosure process across podcasts, videos, and event recordings**, serving as the marketing team's point of contact for approved language and correct form usage, partnering with compliance and legal to keep approved language current, while tracking submissions, completion, exceptions and historical records across Airtable and Box.

#### Podcasts

- **Built all systems and managed all end-to-end production** for several a16z shows, including the original flagship a16z Podcast, vertical-specific shows, and the web3 with a16z crypto show, coordinating key pre- and post-production design elements across several platforms (YouTube, Spotify, RSS audio-only, and web).
- **Significantly scaled episode volume** for the web3 with a16z crypto show, by taking a proactive lead to lock in programming priorities with the host, planning production schedules, and managing production tracking to support target publishing cadence and scale episode output, often taking several ambiguous directives from the creative team and helping turn them into concrete plans and deliverables.
- **Led the process of taking the show from audio only to video-native**; researched and set up all equipment kits for physical studios as well as remote recording processes; proposed several improvements to leadership based on the latest available technologies and platforms.
- **Handled guest outreach, bookings, and other communication**. Guests were initially identified and connected by the showrunners, and ranged from several high-profile guests — including Nobel Prize winners, Turing Award winners,

prominent startup CEOs, and top Fortune 500 leaders — to up-and-coming voices, requiring a high-touch guest experience from initial invitation through recording.

- **Managed end-to-end editing, review cycles, and feedback loops**, from editor assignments and workback plans to multi-platform publishing. Built structured post-production workflows to track file management in Box, transcription processing, review timelines, teaser clip creation, confirming branding/assets and final assembly.

#### Event videos

- **Independently owned post-production and release schedule for all events-based video content** published on the a16z crypto YouTube channel — including our Crypto Startup Accelerator and panel recordings, Founders Summit conference stage talks, on-site founder interviews and iconic academic blockchain research seminar series.
- **Led a high-intensity on-site content capture program** at the 2025 Founders Summit, producing 22 recordings over 2 days, managing founder outreach, studio operations, run of show, equipment logistics, and stakeholder coordination alongside the concurrent launch of the 2025 State of Crypto Report multimedia rollout.
- **Owned the full production lifecycle for the Summer Research Series** cohorts in 2023, 2024, 2025, and managed all initial production planning for 2026, from onsite logistics planning and equipment placement through post-production, compliance and legal coordination, release forms, design packaging & metadata iterations, and publishing schedules — building a predictable, no-surprises pipeline of content.

#### Contractor and vendor management

- **Led all contractor and vendor operations for the content team**, managing a rotating bench of 9-15+ external partners at any given time across audio, video, SEO, Airtable and specialty consulting, including resourcing, planning, workload assignments, scopes, timelines and asset handoff.
- **Owned all vendor contracts and SOWs**, including complex internal security provisioning, and conducted weekly one-on-one meetings with all external team members to maintain clear priorities and bandwidth, ensuring maximal output and reliability.
- **Improved contractor resourcing by shifting from availability-based assignments to a skill-and-capacity-based model**, enabling stronger creator/editor matching and better load balancing as the podcast network scaled and nearly tripled output.
- **Managed content curation for external syndication partners**, including United Airlines and SiriusXM, which involved detailed review of episodes to ensure quality selection of both recent and evergreen episodes for relevance, topic fit, and distribution readiness.
- **Tracked annual content budget** (\$500K–\$700K), including maintaining projected vs. actual spend reporting, contractor hour tracking, and per-project cost analysis to support executive decision-making.
- **Supported three major website launch and redesign initiatives**, managing project tracking, vendor coordination, asset handoffs, QA, trouble tickets, post-launch issue resolution, and new domain request workflows across external web design teams, marketing, IT, and legal partners.

#### Meta | February 2018 – December 2018

##### *Contracted Film Production Coordinator*

- Established operational processes for video and photography projects on the Global Marketing Events team at one of the world's largest tech companies, reducing inefficiencies and improving workflow organization.
- Managed SOW creation and management for the Global Marketing Events team, budget tracking, and contractor compliance across production engagements, keeping vendor deliverables, spend, timelines, and reporting aligned from kickoff through completion.
- Created Run of Show documentation for internal Meta events, providing clear logistical guidance and reference materials for internal and external teams to support alignment, direction, and smooth execution.
- Led logistics and vendor coordination for major internal corporate events: @Scale Conference 2018, FB Summer Party 2018, Facebook Privacy Transparency Pop-Up NY, and Take Your Kids to Work Day 2018.

## **Big Toe Audio / Castro Valley School of Music | September 2016 – February 2018**

### *Audio Production Coordinator & Executive Assistant*

- Managed production schedules, vendor coordination, and delivery timelines for Putumayo World Music Hour, an internationally syndicated radio program.
- Handled broadcast audio cleanup, assembly, and QC, including filler-word edits, re-run content updates, intro/outro swaps, and final quality checks for consistent syndicated delivery.
- Managed executive operations including budget tracking, contracts, and recording schedules across all production channels.
- Led community initiatives including newsletter management, website oversight, and social media outreach.

### **TECHNICAL SKILLS & TOOLS**

**Core Skills:** Content Operations, Production Operations, Program Management, Airtable Systems, Editorial Calendars, Workflow Automation, Vendor Management, Budget Tracking, Compliance Coordination, Podcast Production, Video Post-Production, Cross-Functional Operations

**Projects, Productivity, & Comms:** Airtable, Asana, Docusign, Ironclad, Notion, Buildstack, Workday, Google Workspace, Microsoft Suite, Slack, Box, Dropbox, WordPress, Calendly, Zoom

**Multimedia Production:** Descript, Figma, Riverside.fm, Simplecast, Spotify for Creators, YouTube Studio, Frame.io, Loom

**Automation & AI:** Claude, Claude Cowork, ChatGPT, WhisperFlow, Airtable Automations, Slack Workflows, Zapier