

**SENIOR PRODUCER****Areas of Expertise**

*Creative Problem Solving*  
*Stakeholder Relationships*  
*Budgetary Oversight*  
*Team Leadership*  
*Client Interactions*

- **Managed multi-million dollar global projects.** Hired and built teams, and fostered accountability for results. Communicated with internal and external resources to proactively support business advancement goals.
- **Implemented a system,** including multiple check points and a pre-bid production plan to meet the needs of several corporate clients. Created a budgeting and workflow process to meet production requirements.

**PROFESSIONAL EXPERIENCE**

**FREELANCE PRODUCER,** Los Angeles, CA 2011-2013  
 Provided freelance assistance to Sterling Rice Group, Dentsu America, and Crispin Porter + Bogusky. Produced multiple TV spots for each agency, including Best Buy, Microsoft and Wendy's. Organized information, staff, and resources to successfully manage demanding production schedules. Secured music, production company partners and hired editors. Interacted with internal staff and consultants to oversee delivery of multiple projects.

**OGILVY & MATHER LOS ANGELES,** Los Angeles, CA 2002-2011  
**Director of Broadcast** (2004-2011); **Executive Producer** (2002-2004)  
 Guided and directed the production of television spots for high profile clients, including Mattel, Cisco, Motorola, and Arco. Built teams of producers, assistant producers, business managers, and art buyers. Administered multi-million dollar global projects, and coordinated efforts with various internal and external resources. Produced large scale productions while managing the department.

- **Controlled the production process** and instituted business strategies to facilitate commercial production.
  - Selected resources, bid jobs to vendors, and submitted pricing to clients. Presented budgets and schedules to clients' marketing leadership; managed vendors and creative teams.
  - Hired and led approximately 20 staff, and ensured appropriate allocation of staff to meet production needs and time guidelines.
- **Oversaw ongoing profitability of an in-house editorial facility.** Generated trusting partnerships to consistently achieve clients' goals.
- **Negotiated complex music contracts,** produced web videos, test spots, and new business pitch reels.

**OGILVY & MATHER NEW YORK,** New York, NY 1995-2002  
**Senior Producer**

Promoted from producer owing to exceptional performance handling complex projects under constrained timelines. Coordinated multiple tasks simultaneously. Traveled extensively to ensure effective production of multi-million dollar global commercials for American Express, Merck, Kraft, Unilever, NYNEX, and Arthur Andersen.

- **Prepared and presented all backup information** in connection with logistics and costs associated with a \$4M production for Arthur Andersen with shoots scheduled in NY, LA, and Shanghai, China.
- **Organized and streamlined work** for a breakthrough campaign for Dove. Coordinated research for international production efforts. Recognized as a creative problem solver.
- **Launched the Amex Blue campaign,** a project comprised of 20 ads over 2 years. Quickly gained understanding of processes and procedures to work with large companies with demanding corporate requirements and approvals.

**JORDAN, MCGRATH, CASE & TAYLOR,** New York, NY 1985-1995  
**Producer**

Consistently promoted over a 10-year tenure. Excelled in all aspects of production and post-production. Coordinated shoots, worked with talent, clients, and internal staff. Produced spots for Hasbro, P&G, and Quaker Oats.

**EDUCATION**

**SUNY ALBANY, Bachelor of Arts, English,** Albany, NY