

Professional Experience

**Executive Producer** **JWT (New York, NY)** **2011 – Present**  
*Clients: T. Rowe Price, Qualcomm, Bloomberg, Internal Projects*

**Integrated/Interactive Producer (Freelance)** **Hush Studios (Brooklyn, NY)** **2010 – 2011**  
*Clients: McCann Erickson NY/Chicco USA/Italy; JUXT Interactive/Toyota; 160over90/University of Dayton; Big Spaceship/Chobani; Pitches*

- Produced the creation and execution of a microsite promoting the U.S. debut of the Chicco brand
- Managed the client, internal team and third-party vendors through technical and creative exploration, design, front-end and back-end development
- Managed the third-party implementation of a pipeline to collect user-generated content to be displayed on a Times Square billboard

**Digital Producer (Freelance)** **MRM Worldwide (New York, NY)** **2010**  
*Clients: General Mills (Betty Crocker, Chex Snack Mix, Nature Valley, Bisquick, Health & Wellness)*

- Managed the execution and implementation of various site updates, banner campaigns and Facebook applications
- Led various teams of creatives, designers, developers, QA specialists from concept thru delivery
- Supervised third party vendors

**Director of Production/Executive Producer** **Campfire (New York, NY)** **2007 – 2010**  
*Clients: Dr Pepper Snapple Group (Snapple, Canada Dry, Crush, Venom, Mixers), Verizon\*, Samsung, HBO\* (True Blood), Discovery, Warner Bros (Terminator Salvation), WBIE (WB Interactive Entertainment), USA\* (4400), Pontiac\**

- Architected and supervised all marketing campaigns, client pitches and in-house projects
- Planned and executed projects from digital initiatives to multi-platform campaigns (digital, video, print, event, social, etc), while providing a high degree of Client Service (alongside Account and Creative leads)
- Assessed and advised on project feasibility and risk
- Assessed all potential legal issues/risks and was attorneys' point person at agency to ensure Client and Campfire protection throughout all projects
- Maintained creative and strategic integrity across all campaigns
- Developed and monitored departmental (and, in turn, company-wide) projections and cash flow
- Developed and implemented short and long term production strategy planning (scaling plans, expansion options)
- Developed and maintained departmental processes and policies
- Created and implemented all contractual and production-oriented templates
- Managed all staff and freelance producers
- Managed Recruitment of Production personnel; Sourced vendors and partners

**Integrated Producer (Freelance)****Campfire (New York, NY)****2005 – 2006***Clients: Pontiac\*, HP, Audi\**

- Managed the creation, production and implementation of all projects including interactive games, live events, online virtual world (Second Life), videos, forums, graphic elements for web, print and broadcast
- Managed day to day client contact regarding project details and overall goals
- Worked with legal team to assess risk for all Campfire creative
- Sourced and managed all vendors regarding schedules, budgets and deliverables
- Managed all financials for projects
- Developed and implemented multiple internal, departmental and vendor schedules, as well as overall project schedules
- Supervised multiple edit sessions
- Negotiated internal project staff & location crew rates
- Secured releases for all participants
- Managed all preparation for events and live action shoots in various cities

**Production Manager****Film 101, Inc. (New York, NY)****2003 – 2004***Client: IFC ("Film School" – Docu-Reality Series)*

- Managed a production office of 15 people
- Teamed with production accountants to manage all production finances
- Worked closely with IFC's production, marketing and publicity teams ultimately ensuring on-time deliveries of all materials
- Researched, initiated and maintained vendor relationships throughout production
- Negotiated crew rates
- Hired and managed interns and freelancers as needed
- Instituted and maintained various tracking systems
- Negotiated all product/photo clearances
- Liaisoned between production office and third parties including designer/ animator and composer
- Managed all logistics for Oakland, Los Angeles and New Jersey location shoots

**Producer/Production Mgr****Curious Pictures (New York, NY)****2000 – 2003***Clients: Mattel (multiple spots), PDFA, Mercedes Benz, AT&T, Subway, ESPN, Cartoon Network, Target, Lugz, Wendy's, HBO Family (A Little Curious)***Production Manager****Klasky Csupo (Los Angeles, CA)****2000***Clients: Kellogg's, Toy Biz***Intern/PA/Coordinator****Curious Pictures (New York, NY)****1998 – 2000***Clients: HBO Family (A Little Curious)***Skills**

- Advanced skills in Word, Excel, Powerpoint, Keynote, MS Project, Fasttrack, Acrobat
- Comprehensive understanding of digital, broadcast and film design principles including creative and production processes, user interface, information architecture, technologies and equipment
- Working knowledge of digital video and web formats (including P2, SD, HD)

- Knowledge of Final Cut, Avid, 2D/3D animation, After Effects, Flash, HTML/CSS, FTP, database development processes and workflows
- Basic Photoshop, Illustrator, InDesign

## Education

Eugene Lang College, New York, NY (New School University) – Writing & Literature Concentration  
 North Miami Beach High School

### **\*Award Winning Campaigns**

#### **Audi – *Art of the Heist***

Andy Award – Integrated Media – Automotive  
 Battle of the Brands – Creativity Award  
 Buzz Award  
 Clio Content & Contact Shortlist  
 Clio Internet Advertising Shortlist – Viral  
 Cyber Lion – Bronze  
 Future Marketing Awards – Best Use of ‘Other’ Media  
 Internet Advertising Competition Award – Best Advertising  
 Microsite/Landing Page

MIXX Award – Best in Show  
 MIXX Award – Product Launch – Gold  
 MIXX Award – Online Integration – Gold  
 MIXX Award – Viral & Peer-to-Peer – Silver  
 The One Show – Innovative Use of Media – Interactive/New  
 Media – Silver  
 The One Show – Integrated Branding Campaign - Bronze  
 Yahoo! Big Idea Chair Award – Best in Show

#### **Discovery – *Frenzied Waters***

CableFax Award – Best Social Media Campaign

#### **HBO – *True Blood***

Ad:tech – Best Integrated Campaign  
 Addy National – Mixes/Multi-Media Advertising – Silver  
 Addy NY – Non-traditional Advertising – Silver  
 Andy Award – Mixed/Multi-Media Advertising – Gold  
 Effie Award – Entertainment & Sporting Events – Gold  
 MIXX Award – Product Launch – Gold

MIXX Award – Digital Integration – Gold  
 MIXX Award – Social Marketing – Silver  
 MIXX Award – Interactive Video – Bronze  
 Webby Award – Integrated Campaign  
 Webby Award – People’s Voice Award

#### **Pontiac – *Motorati Island in Second Life***

Ad:tech – Best Social Media Marketing Campaign  
 Andy Award – Interactive/Automotive – Bronze  
 MIXX Award - In-Game Advertising – Gold

#### **USA – 4400 – *The Battle Over Promicin***

Andy Award – Non-Traditional Advertising Campaign  
 MIXX Award – Digital Video

#### **Verizon – *My Home 2.0***

Buzz Award – Best Integrated Campaign  
 MIXX Award – Product Launch – Silver  
 MIXX Award – Social Marketing – Bronze  
 MIXX Award – Cross Platform Integration – Bronze