

Angela R. Barber

PRODUCER

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SUMMARY

A seasoned professional who spearheads creative ideas from concept through all phases of production and post production. I work closely with Creative Teams to ensure the highest quality product within the allocated budget and timeline. My background includes 20 years of National Advertising Experience: TV & Radio Commercials, Celebrity Campaigns, Internet Content, Interactive Banners, Landing Pages, Webcasts, and Post Production.

RESPONSIBILITIES

- Neutral conduit between, Account Department, Creatives, and all Vendors.
- Determine production and post production specifications.
- Financial planning, generation, and management of production and post production.
- Bidding, estimating, and contracting for production and post production.
- Create and Manage AICP, AICE and Point Zero budgets.
- Create and distribute production & post production calendars.
- Resource, brief, and manage all production and post production vendors.
- Coordinate and lead creative, pre-production, production, and post production meetings.
- Coordinate production and post production materials and assets.
- Manage Complete Editorial Process: offline, telecine, GFX/animation, online, music composition, sound design/VO record/mix/layback.
- Simultaneous management of multiple productions.
- Hiring and mentoring producers, business affairs managers, and support staff.
- Coordinate & QC final deliverables.
- Create and/or route Recording and As-Produced scripts.
- Issue, approve, and process purchase orders, invoices, and contracts.
- Actualize production and post production budgets.
- Generate complete production & post production WRAP books.

ADDITIONAL RESPONSIBILITIES

- Interactive project planning and management.
- Research and monitoring industry, competitive, and market trends.
- Celebrity talent negotiations, contracts, and handling.
- Legal and network clearances.

ASSETS

- Superior written and oral communication skills.
- Project planning experience: goals, budgets, schedules, and scope of work.
- Thorough knowledge of production and post production techniques and technical equipment.
- Ability to resource the most innovative yet cost-efficient technologies and vendors.
- Solutions-driven.

AGENCY WORK EXPERIENCE

Freelance

1999 – Present

- MUSE Communications
- 72andSunny
- BBDO West
- Young & Rubicam
- Euro RSCG
- Glass Agency
- Mattel, Inc.
- 180LA
- Camp Creative
- DonatWald & Haque
- Waylon
- InVision Communications
- J. Brown/LMC Group
- Sinabox

Staff

3/2001 – 7/2004 *Carol H. Williams Advertising:*

Broadcast Production Director

Agency Client List

Honda	Wells Fargo Bank
Save Mart Supermarkets	Food Maxx
Allstate Insurance	CA Lottery
Bank of America	BP Amoco
General Motors	Pepsi
Coors Brewing Company	Best Western Int'l
Cingular Wireless	EarthLink
Procter & Gamble	Mars/Casbar/Kal Kan
Oakland Airport	Jelly Belly
E & J	FOX Family Channel
FedEx	Pioneer
Albertsons	Goodwill
Luster Hair Products	Sheba
Sun Maid	Nissan
Adobe	Chevron
Lincoln	Sears
Genentech	Cisco
Mattel, Inc.	Fisher-Price
Barbie	Hot Wheels
Majestic Athletic	Duraflame
eHarmony	TrustedID
Sunbeam	Mr. Coffee
Margaritaville	HBO
Sony	Boost Mobile
Adidas	Sunny D
WAMU	UC Davis Medical Center

BRAND ADVERTISING WORK EXPERIENCE

Produced innovative and highly differentiated Home Video advertising that conveyed clear product and theme prioritization. Deliverables included domestic and international Consumer Trailers, TV & Radio Commercials, Mastering Reels, DVD Packages, Training and Corporate Videos.

12/1993 – 5/1997

The Walt Disney Co./BVHE:
Supervising Producer
Production Department

POST-PRODUCTION WORK EXPERIENCE

Edited, integrated, finished, and shipped the highest quality syndicated TV programming.

5/1997 – 3/1999

Ascent Media fna Four Media Company:
Operations Manager and TV Commercial Integrator
Television Syndication Division

Post Production Client List

Disney	Forever Blue Ent.
ACI-Pearson	BOHBOT ENT.
Carsey-Warner	Century Group
CME Entertainment	Don Cornelius Prods.
FOX Television	Integrity Comms.
The Discovery Channel	A & E
Hallmark	VYVX
PolyGram	MGM/Universal TV
World Vision	Oak Leaf Prods.
Russ Reid Productions	Orion Pictures
Rysher Entertainment	Seagull Ent.
Warner Bros. TV	Joseph Winkler Prods.
TVN	Jim Henson Prods.
The History Channel	X-Files
Beverly Hills 90210	America's Dumbest Criminals
Judge Judy	BKN Comedy– Mask, Sonic the HH
Dinosaurs	Tarzan
The Simpsons	Strange Universe
LAPD	Due South
Soul Train	Kwik Witz
Fame LA	Real Stories of the Hwy Patrol
Outer Limits	Pictionary
Poltergeist	Tales From the Crypt

TELEVISION WORK EXPERIENCE

Researched, developed, and produced relevant TV programming with a familiar look, tone, and feel for the dedicated audience.

Freelance

***(Production/Post Production/Research)**

8/1989 – 8/2006

- Man, Machine, Moment (M3)
- The Cat Cora Show
- Sports Wives 2-HR Special
- FitTV's Housecalls
- The Arsenio Hall show
- Fresh Prince of Bel Air
- Entertainment Tonight
- Access Hollywood
- Channel One
- KPIX News
- KTVU News
- The Dating Game

DIRECT RESPONSE WORK EXPERIENCE

Introduced new products and created break-through advertising in order to increase brand recognition and purpose. Created value-added campaigns with existing products. Wrote and produced long and short form broadcast for the domestic and international audiences.

Freelance

7/2005 – 10/2007

Guthy-Renker Corporation: Producer/On-Camera Interviewer/
Product Advisory Committee
*Various Brands & New Products

3/2005 – 7/2005

Lieberman Productions: Executive Producer
*Proactiv and Sleek Essentials Brands

ADDITIONAL EXPERIENCE

High Definition Projects, Red Camera Productions, CGI, Typography, Motion GFX, Green Screen, Special & Visual EFX, AVID, Final Cut Pro, Flash, Java, Ajax, Photoshop, and Illustrator.

EDUCATION

University of California at Los Angeles

BA Mass Communications, 1991

Stanford University

MA Broadcast Journalism, 1993