

CURRENT

Wunderman Thompson | North America | 2020 - Present

SVP, Content Production North America

- Head of production leading a global connected network for Creative Content Production.
- Creating and maintaining the vision and goals, thought leadership, growth opportunities, and operational/strategic/creative/production plans.
- Setting up decoupled production entities for SAG/Union & Non-Union production offerings.
- Building a consistent production staff, structure, and processes across the network.
- Implementing integrated and scalable workflow systems that improve process and efficiencies.
- Managing global productions, including transcreation and localizations.
- Partnering with global Teams to collaborate on best practices, budget efficiencies, and frameworks for elevated content development.
- Recruiting, Staffing, & Training Teams; including Staff & Freelance Producers, Business Affairs, Editors, Content Creators, & Motion Designers.
- Inspiring and nurturing teams as well as mentoring and developing talent.
- Assignment intake, Project planning, Resourcing and SOW management.
- Creating executive presentations, budget summaries, production plans, and multiple project schedules.
- Creative problem solving & strategic thinking.
- Researching and monitoring of the social content space, competitive products, and market trends.
- Turning consumer insights and behavior into culture-driven, brand building creative concepts and engagements.
- Overseeing Teams and spearheading 360 campaigns & new product launches from concept through all phases of strategy, creative development, production, and post-production.
- Ensuring the highest quality creative, storytelling, filming, and final product.
- Delivering film, Social, Digital, Experiential, Activations, and Website content.
- Executive Leadership & Collaboration; Shaping Strategy, Evolving Creative, Producing best in class content for multiple clients and for all platforms.

AGENCY WORK EXPERIENCE

Freelance Exec/Sr. Integrated Producer | 2004 - 2020

Deutsch

180LA

Young & Rubicam

72andSunny

The Pitch Agency

Zambezi

R/GA LA

Tiny Rebellion aka DonatWald

Muse Communications

BBDO West

Dailey & Associates

Euro RSCG

Grey

Waylon

Hogarth NY

Additional Agency

Carol H. Williams Advertising | Oakland, CA | 2001 - 2004

- Staff Broadcast & Creative Content Production Director

BRAND ADVERTISING WORK EXPERIENCE

The Walt Disney Company | Los Angeles, CA | 2019 - 2020

Integrated Production Director: Disney Parks, Experiences, + Products/Yellow Shoes

- Leading New Media Production at Yellow Shoes for Disney Parks, Experiences, and consumer Products.
- Overseeing Teams and spearheading global campaigns from concept through all phases of creative development, production, and post-production.
- Researching and monitoring of content space, competitive products, and market trends.
- Partnering with Walt Disney Imagineering, Star Wars, Marvel, and Pixar to develop and produce creative content to support key marketing communication strategies across all channels and consumer segments.
- Ensuring the highest quality creative, storytelling, filming, and final product.
- Deliverables include New Media/Digital & Social content and activations, Film creative content, TV & Radio Broadcast commercials, Experiential Marketing & Events, Photography & Print.

Executive Creative Producer

Snap, Inc. | 2019

Twitter, Inc. | 2017 - 2018

Beats by dr. dre/Apple, Inc | 2015 - 2016

Mattel, Inc. | 2006 - 2008

Disney/BVHV | 1993 - 1997

- Project planning for goals, staff requirements, creative development, scope of work, budgets, and timelines.
- Overseeing teams and spearheading global campaigns from concept through all phases of creative development, production, and post-production.
- Resourcing, contracting, and managing internal teams, agencies, and outside vendors.
- Producing the highest quality creative, storytelling, filming, and final product within the allocated timeline and budget.
- Deliverables included Brand Advertising & Marketing Campaigns, Digital for the Application or Platform, Digital & Social Content & Activations, UI design/revisions/updates, Long & Short Form Original Content

Awards

Gold Anthem/Webby

Silver Clio Statue

Bronze Clio Statue

Effie Award

Silver Addy Statue

Silver Telly Statue

Bronze Telly Statue

EDUCATION

University of California at Los Angeles

BA: Mass Communications

Stanford University

MA: Broadcast Journalism