

**SUMMARY** Creative and technical production lead with a strong design aesthetic and a penchant for grammar  
Obsessed with elevating the quality of work and making the impossible manifest  
15+ years of production management experience  
*Digital / Social / Motion Graphics / 3D / Editorial / Broadcast / Photography / Print / Event*

**EXPERIENCE** Led teams of all sizes through all phases of production  
*Strategy / Research / Planning / Scoping / Budgeting / Scheduling / Resourcing / Creative / Execution / Delivery*  
Managed digital projects from start to finish  
*Requirements / Specs / UX / IA / Design / Development / QA / Deployment / Launch / Support*  
Served as primary point of contact and/or point of escalation; built and fostered relationships  
*Clients / Partner Agencies / Vendors / Freelancers / Reps*

**EMPLOYMENT**

*Lead Producer*  
Kettle 07.2016 – Present Apple

*Executive Producer*  
Fantasy Interactive 02.2016 – 04.2016 Twitter, Texas Teachers

*Senior Producer*  
BBDO SF 09.2014 – 02.2016 Barbie, Wells Fargo, Seeds of Change, Uncle Ben's, Nutro, Sutter Health, Cesar  
Baldwin& 03.2014 – 09.2014 Burt's Bees  
BBDO 11.2013 – 02.2014 at&t  
rehabstudio 09.2013 – 11.2013 YouTube, Smartwater  
Mekanism 08.2013 – 09.2013 Pepsi  
rehabstudio 07.2013 – 08.2013 YouTube  
Luxurious Animals 10.2012 – 06.2013 Panera Bread, Dolby, Razorfish  
Hi-ReS! NY 08.2011 – 07.2012 Jägermeister, Edun, Theory, Chanel, Helmut Lang

*Producer*  
LBi 11.2010 – 07.2011 MasterCard, the Balvenie, Milagro Tequila  
Your Majesty 09.2010 – 11.2010 Ralph Lauren, Urban Daddy  
JWT 05.2010 – 08.2010 Microsoft, Stride Gum  
Your Majesty 03.2010 – 04.2010 Frito Lay  
Erwin Penland 11.2007 – 03.2010 Verizon, Wachovia, Wells Fargo

**NON-PROFIT** Served on the Board of Directors of Galgo Rescue International Network for ten years  
Collaborated with other Board Members to manage and grow a global animal welfare organization

**EDUCATION** Kent State University  
Bachelor of Science in Mass Communication  
Cum Laude, Class of 2005  
Areas of study include Photography, Graphic Design, and Art History

**REFERENCES** Available upon request

## DETAILS

*Lead Producer*Kettle

07.2016 – Present

Apple

Captain an embedded team of art directors, copywriters, designers, animators, and editors; manage remote teams

Build and develop relationships with the client, expanding lines and scope of business

Collaborate with cross-functional production leads to build comprehensive schedules with multiple dependencies

Formulate content strategy and rollout plans with key stakeholders

Supervise overall execution and timing of all deliverables and releases across multiple projects, clients, and teams

Interview, hire, and develop creative and production talent

Assign resources to projects as skills, growth plans and availability dictate; track and address resource burn rates

Lead all team meetings and proof all creative before presentation to the client

Guide all aspects of production, pushing for the best possible deliverables

*Executive Producer*Fantasy Interactive

02.2016 – 04.2016

Twitter, Texas Teachers

Supervised a team of producers of various skill levels, ranging from interns to senior

Created, updated, and managed project schedules; reviewed schedules created by other producers

Led internal and external meetings, both in-person and via video conference

Provided client services as either the primary point of contact or as an escalation point

Managed design and UX teams, facilitating collaboration to create exceptional work

*Senior Producer*BBDO SF

09.2014 – 02.2016

Barbie, Wells Fargo, Seeds of Change, Uncle Ben's, Nutro, Sutter Health, Cesar

Headed all digital projects in the BBDO SF office from February 2015 to February 2016

Maintained and built excellent relationships with digital production partners

Improved quality of interactive creative, helping clients to increase traffic and engagement across their platforms

Created basic prototypes using out-of-the-box tools to help foster ideas and push them further

Managed and maintained all project schedules, budgets, and related paperwork

Collaborated with traditional creative teams to help improve digital deliverables

*Senior Producer*Baldwin&

03.2014 – 09.2014

Burt's Bees

Remotely facilitated live YouTube streaming of a satellite broadcast from Burt's home in rural Maine

Partnered with vendors to enable direct engagement during a live broadcast via social media

Collaborated with creative directors and developers to elevate and expand initial plans for the broadcast

Directly owned the relationship with all digital vendors, negotiating to keep the program on budget

Created, updated, and managed project schedule, ensuring alignment with all live-action milestones