

Andrew D. Pearson

Executive Producer, Video

Award-winning lead producer with dynamic content production experience across all media mediums with a specialty in digital content production. Leveraging my filmmaker roots, I've spearheaded content campaigns for global CPG, beauty, lifestyle and travel brands. With a clear affinity for the moving image, and fast paced brands, I create big picture ideas only executing the highest level of quality of content.

- Production Management
- Film & VOD Distribution & Licensing
- Post Production Supervision
- Final Cut Studio
- Content Marketing/Strategy
- Operations/P&L
- End-to-End Production Scoping
- Adobe Creative Suite
- Film Acquisition
- Film/Video Delivery
- Creative & Design
- DSLR/HD Cameras

Weber Shandwick; New York, N.Y.

August 2013 – Present

Senior Producer/Editor, Digital

Amazon, Unilever: Qtips, Hellmann's, Ragu, Degree, POND'S, Clear, Suave, Simple, BrightFuture, Ribera Y Rueda, Nespresso (a Nestle company), The Sundance Institute, Mattel (Fisher Price, Barbie), USPS (Stamps, Priority Shipping), OREO, PEPSI, Chobani, Capri Sun, MILK, Electrolux, Flonase (GlaxoSmithKline), Genentech

- Led creation and development of Weber Shandwick's first fully-functioning studio for content production
- Strategic Visual Content Lead for North American CPG, Beauty, Lifestyle and Pharmaceutical brands
- Manage all of the agency's large-scale video and interactive projects from development to distribution
- Manage team of 10+ across global agency network
- New business development for client-based production work
- Provide leadership POV's to increase content innovation and production efficiency across publishing calendars
- Spearhead end-to-end content production and deliverable output for clients
- Develop end-to-end scopes ranging up to and beyond \$1MM for digital and commercial content
- Direct and Interview global executives (CEO/Andy Polanski, President/Gail Heimann, Chairman/Jack Leslie)

Key Projects

- Amazon – “Happy Prime Day” – Gathered content from 8 global markets for 20th birthday celebration
- “Live @ Sundance” – 8 Multi-Cam, 1-hour Live Episodes, official content for Sundance Film Festival 2014
- Q-tips - "Paper Fashion @ The Oscars" - Over 36MM impressions in 24 hours & 7 online placements
- Fisher Price – Lead Editor and Post Production Manager for 2015 global TVC spots
- Ocean Spray - "The Most Beautiful Harvest" - 1st 360 degree, fully immersed documentary using Oculus Rift
- POND'S – “The Rockettes” – over 1mm digital views in first week of release

Wheelhouse Creative; New York, N.Y.

June 2009 - August 2013

Editor/Post-Production Supervisor

Tribeca Film Festival & Institute, Sony Pictures Classics, PBS, Governor Chris Christie (2012)

- RNC National Convention, Rocky: The Musical, Magnolia Films, The Juilliard School, Sesame Street
- Nominated for 2013 Emmy Award, Best Promo (News & Documentary)
- Edited DVD Featurette for 2012 Academy Award Winner Best Documentary, “Inside Job”
- Produced & Edited content for Governor Chris Christie's 2012 RNC Keynote Address
- Produced On-stage vignettes for “Rocky: The Musical”
- Managed accounts with several feature film distribution companies
- Engineered and Produced online edit sessions with up to 4 clients at a time
- Managed Post-Production QC & Deliverables for broadcast, theatrical (film and DCP) and other media channels

Princeton University Athletics; Princeton, N.J

September 2007 - September 2014

Producer/Editor

- Maintained Client relationships with faculty and coaching staffs
- Managed & Directed crew of 10 for Multi-Cam, Live game production at Princeton Stadium
- Produced & Directed Live, In-game experience for "Tiger Vision" at Princeton Stadium
- Produced "Tiger Vision" Content – videos, animated headshots, graphics, promos & sound effects
- "Princeton Football Weekly" - weekly game highlight reel including written script, graphics and voice over
- Shot & Produced online video content for the Princeton Varsity Club
- Shot game content for athletics - Women's Soccer, Women's Hockey, Swimming & Diving and Water Polo

ADDITIONAL EXPERIENCE:

Lonelyleap; New York, N.Y.

January 2011 - August 2013

Editor/Audio Engineer

BP (British Petroleum), Dupont, Princeton University

Goldcrest Films; New York, N.Y.

October 2008 - May 2009

Assistant to Head of Production

- Managed, lead & organized Paper Delivery of "Elvis & Anabelle" to The Weinstein Company
- Liaison with post-production facility for delivery of physical film elements to The Weinstein Company
- Scheduled feature film scripts for principal photography within budgets and talent schedules

Grow Pictures; Nyack, N.Y.

September 2009 - January 2010

Assistant to Producer

- Managed delivery and day-to-day operations for feature film, "The Ministers" (Harvey Keitel, John Leguizamo)
- Assisted Organizing World Premiere in NYC
- Managed official press materials including working with talent representation for photo approvals
- Organized delivery of contracts & agreements from principal production, theatrical distribution and post production

FILMS:

Landfall: The Eyes of Sandy	Feature Documentary - December 2012 - Present
Running Through: The Jordan Culbreath Story	Short Documentary - September 2009 - September 2011
Transformers: Revenge of the Fallen / Dreamworks	Production Assistant – June 2008
Inside Job / Sony Pictures Classics	EPK Editor - 2010
Searching for Sugarman / Sony Pictures Classics	EPK Editor - 2012
Journeys Neil Young / Sony Pictures Classics	EPK Editor - 2011
POV Seasons 25 & 26 / PBS American Documentary	Trailer Editor – 2011 - 2012

EDUCATION:

The College of New Jersey, Ewing, NJ - Bachelor of Arts - Communications (TV, Radio & Film) 2008

Dean's List, Lambda Pi Eta (National Communication Honor Society), Founded Varsity Club Crew Team, fundraising chair

Berklee College of Music, Boston, MA - Summer 2005 - Performance Program, Concentration: Jazz Guitar

HONORS:

- Nominated for 2013 Emmy Award under Wheelhouse Creative – Best Promo (News & Documentary)
- Official Selections: Delta Air Lines, Film Festivals: Montclair, Macon (x2), New Hope (New Hope Award), Rehoboth Beach (Student Film Award), Docutah (Best Picture – Short Subject), Silent River, Trenton (Best Documentary)
- Video Of The Year 2013; ESM (Eastern Surf Magazine)