

Kit Liset

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www.kitliset.com

Freelance Executive Producer

With extensive multi-industry production experience

Executive Producer with 20+ years of experience bringing projects in on time and on budget.

Skilled at fostering collaboration, building consensus and overcoming challenging project parameters.

Adaptable leader with a demonstrated ability to translate business strategy and creative vision into a workable game plan.

Areas of Expertise

Film, television commercials & event production • Project management • Business administration and operations

Personnel recruitment and management • Communication • EQ/IQ

Award Winning Executive Producer

J. Walter Thompson/Human Rights Watch “Burma”

Grand Central Station, New York City, NY.

One-day interactive event with 1000 signatures collected from 86 countries. Event’s petition contributed to the release of 150 Burmese (Myanmar) political prisoners including Nobel Peace Prize winner Aung San Suu Kyi. Event was recognized by the advertising industry, winning 4 Cannes Gold Lions, 1 Cannes Bronze Lion and 12 other industry awards including the distinguished D&AD Back Pencil.

J. Walter Thompson/Diamond Trading Company’s “Unbreakable Kiss”

Madison Square Park, New York City, NY.

Event raised \$50K for the Elton John Aids Foundation. Generated \$4.6M in free publicity for the client. Recognized by the advertising industry, winning 2 Cannes Bronze Lions.

Freelance Executive Producer and Business Affairs Manager

April 2015 to present

Madison Media Group, New York, NY (www.madisonmedia.tv)

Production management and facilitation of client production spending for TV, digital and print advertising.

Clients: European Wax Center, SunTrust Bank, ATU Duty Free

Freelance Consultant/Production and Branding Services

2012 to present

Branding and business advisor to start-up, ÀTOI Skincare. Currently producing Atoi website redesign and rebuild.

Director of Integrated Production Management/Department Operations

2007-2011

J. Walter Thompson, New York, 466 Lexington Avenue, New York, NY 10017

Managed production personnel, operations, internal film projects, events and new business pitches in the flagship office of one of the world’s oldest and largest global advertising agencies. Executive produced award-winning integrated projects.

- Managed 100+ producers working for 80 distinct global brands, with a total annual client production budget of \$150M+.
 - Successfully facilitated an agency mandate to merge production disciplines (Broadcast, Digital, Print and Art Buying) into one Integrated Production Department.
 - Directed production teams. Supervised and managed department workflow. Developed systems to create and track client projects, scopes of work and fees.
 - Clients included: Microsoft, T. Rowe Price, Rolex, Diageo (Smirnoff), Johnson & Johnson, HSBC and Estee Laude
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Director of Broadcast TV (Production Department) Operations

2005-2007

J. Walter Thompson, New York, 466 Lexington Avenue, New York, NY 10017

Brought 20 years of experience producing TV commercials into a global advertising agency. Developed an operations role into a key management position in the Broadcast Production Department and the agency-at-large.

- Supervised a staff of 35+ producers and business managers working on an average of 300 projects per week including TV commercials, radio spots, videos, interactive events, new business pitches and internal corporate events.
- Managed business affairs team who facilitated the expenditure of all client production dollars for over 80 distinct brands.
- Revamped production and asset management wrap-up protocols.
- Clients included: HSBC, T. Rowe Price, Domino's, Smirnoff, Macy's, Diamond Trading Company, Jenny Craig and Pfizer.

Freelance Producer

1996-2004

Produced 85+ TV commercials, short films, and still photo shoots. Managed overall production, personnel and budget. Partnered with the production company, director, crew and advertising agency to build consensus and bring projects in on time and on budget. Budgets from \$5K-1.5M. Average budget \$500-700K.

- DGA 2nd Assistant Director (Directors Guild of America) under the TV Commercial Agreement.
- **Clients:** General Electric, Coca-Cola, Anheuser-Busch, Crest and The Visiting Nurse Service of New York.
- **Production Companies:** Mougins Henry Films, @radical.media, Cohn+Company, Maysles Films, Celsius Films, Big Idea Productions, Supply and Demand, The Joneses, and Major League Baseball.

Freelance Production Manager

1984-1996

Supervised film production for TV commercials. Average budget \$400-700K.

- **Clients:** Gillette, Macy's, UPS, Clorox, Tide, MTA, Jovan, Sunoco, American Express, US Army and Jell-o.
- **Production Companies:** Mougins Henry Films, Sandbank, Kamen & Partners, Michael Schrom & Co., Chelsea Pictures, Pytka Productions, Lovinger Cohn & Associates, Crossroads Films, Epoch Films and RSA/USA Films.

Events on the East End of Long Island

- Event Coordinator, Tall Ships America Challenge, Greenport, New York, 2015.
Tall Ships America Challenge 2015 Awards: Port of the Year, Operations & Logistics and Economic Impact.
- VIP Hospitality/Grand Prix Tent & Grandstand, The Hampton Classic Horse Show, 2013 & 2014,
- Steering Committee, Volunteer Chairperson. Harvest East End 2012, Celebrating the Wine & Food of the East End.

Theater Experience

- **Actors' Equity Association Stage Manager:** Broadway tour (3 cities) of "Doubles" starring Gabe Kaplan (Welcome Back, Kotter) and Robert Reed (The Brady Bunch).
- **Stage Manager, Director and Actress:** Off-Broadway and New York City avant-garde theaters. Regional theaters in Boston and western Massachusetts.

Education

- Mount Holyoke College, BA, Theater Arts, cum laude
- General Assembly, New York, NY. Ongoing classes in technology.
- UTALK Digital Marketing Training, 2011
- New York State Boat Safety certification, 2013