

IN THE FIELD

PRODUCER / SR PRODUCER @ 72 & SUNNY NY NYC // AUGUST 2020 - APRIL 2022 (FREELANCE)

Produce film and still content for broadcast, digital, radio, and social. Clients include Smirnoff, Carl's Jr/Hardee's, Grubhub, & BetMGM.

PRODUCER @ PREACHER AUSTIN TX // OCTOBER 2019 - AUGUST 2020

Produced film, photography, and design content for broadcast, digital, print, radio, and social. Clients included ESPN, WeTransfer, Bestow, Basil Hayden's/Beam Suntory, and Saatva.

PRODUCER @ BBH NEW YORK NYC // MAY 2016 - OCTOBER 2019

Agency producer on broadcast, web, social, and experiential/activations. Also managed Black Sheep Studios NY, BBH's internal production company, specializing in creating content for TV, online, mobile, social, and live experiences for the agency's existing clients and direct clients. With an agile and collaborative approach, Black Sheep Studios works with top-tier directors, photographers, and artists to execute high level creative work. Responsibilities include management of all in-house production and post production. Expanded in-house capabilities dramatically and curated freelance talent and service companies across the US and internationally, resulting in revenue for in-house production growing from \$500k to \$2m+ annually. Clients include Sony PlayStation, Grubhub, Pabst Blue Ribbon, Brighthouse Financial, TAP Air Portugal, Uber, Vaseline, Harmon Kardon, Absolut, Seamless, and more.

PRODUCER @ NIMBLEFOX NYC // AUGUST 2013 - MAY 2014

Founding producer at a boutique production and post facility. Executive produced and line produced music videos, branded content, and short films. Led internal and external production teams from pre-production through post. Established internal production standards and practices. Worked alongside directors on business strategy and development, identifying production opportunities through existing network and new relationships. Acted as a valuable creative resource in concepting. Strategized and executed brand overhaul including developing brand voice and POV, copywriting, and web design

STUDIO MANAGER @ AUGUSTUS BUTERA PHOTOGRAPHY NYC // MARCH 2014 - JULY 2015

Managed a busy lifestyle photographer's studio. Worked with agency producers and creatives on campaigns across all sectors, including pharmaceutical, finance, automotive, tourism, retail, and more. Facilitated bidding and production with producers on Gus' behalf. Hired key crew nationwide. Communicated Gus' creative vision when creating visually engaging decks and authoring original treatments. Negotiated commercial and editorial image usage and talent fees. Aided in expansion into commercial video. Produced test and editorial shoots. Edited images for all shoots and managed archive. Provided light retouching as needed, and managed external retouchers. Researched trends in advertising and media to inform strategic portfolio development.

OFFICE + PRODUCTION MANAGER @ A76 PRODUCTIONS NYC // JANUARY 2012 - MARCH 2014

Managed operations at a full service creative production company. Provided production support to freelancers and streamlined internal production practices. Liaised between directors and agency producers and creatives. Prepared client bids and project schedules. Bid projects and final reconciled all productions from freelance producers. Hired freelancers, staff, and interns. Supervised in-house post-production. Led client supervised editing sessions. Conducted VO talent casting and recording sessions. Support talent development of interns through hands-on guidance. Clients included American Express, PNC Bank, T. Rowe Price, Kiehl's Since 1851, and Range Rover.

PRODUCER @ CECI NEW YORK NYC // JANUARY 2012 - MARCH 2014

Producer and editor of CeciStyle, a digital magazine released weekly by Ceci New York, a luxury design agency. Responsible for the production from start to finish of each issue, ensuring the content and creative matched Ceci New York's brand and voice. Pitched articles for each issue. Wrote copy for articles and sourced contributing writers. Produced original cover and feature photography, including design and retouching. Built each issue in Wordpress and Squarespace. Created the CeciStyle newsletter with an audience of 50k+. Utilized "shop the look" features to monetize each issue and related social posts.

SKILLS

**PRODUCTION: FILM, PHOTOGRAPHY, CG, ANIMATION, PRINT, DIGITAL, EXPERIENTIAL POST PRODUCING LINE PRODUCING
DEVELOPING IN-HOUSE PRODUCTION OFFERINGS DECK + TREATMENT WRITING DIRECTOR + PHOTOGRAPHER SEARCHES
INSURANCE AND PAYROLL USAGE NEGOTIATIONS STUDIO MANAGEMENT RETOUCHING & LIGHT DESIGN PRACTICAL FRENCH
NATIONWIDE CREW HIRES LOCATION SCOUTING AND PERMITTING CASTING BUDGET MANAGEMENT PHOTOSHOP GOOGLE SUITE**

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY (FIT / SUNY) ASSOCIATES OF APPLIED SCIENCES – PHOTOGRAPHY MAY 2011

A LITTLE ABOUT ME

I'm a content producer for agencies and brands, creating content for TV, online, social, mobile, and live experiences. I specialize in establishing or growing creative production offerings, either standalone or in-house. I'm a passionate producer – outside of work I produce music videos and short films when I have capacity. I'm also passionate about bidding diverse directors and maintaining diverse sets for all crew and departments. I have had the pleasure of working with some directors on their first commercials, which is a joy. When I'm not working, I'm most often found at music venues across the city or scoping out the latest vegetarian eats. Based in NYC, and occasionally ATX