
EXECUTIVE PRODUCER

Accomplished producer who helps bring ideas to life. From multi-million-dollar campaigns to agile productions, I combine attention to detail with a collaborative spirit to create high quality content that hopefully rings true, inspires or make you chuckle.

AWARDS

Cannes Gold Lion — "Out the Monster" (Producer, Strawberryfrog)
Xpectives Health Best Branded TV Silver — Otezla "Live in the Moment" (Executive Producer, Havas)

EXPERIENCE

EXECUTIVE PRODUCER FREELANCE, February 2021-Present

SENIOR PRODUCER FREELANCE, March 2010-January 2021

Key Strengths:

- Commercials, Content, Social, Documentaries, Experiential, Events
- Domestic & international production expertise
- Outstanding network of production partners; directors, editors, colorists, music houses, and other collaborators
- Skilled at negotiating talent agreements in the US and abroad
- Experienced with large productions involving celebrities and athletes
- Excellent communicator; collaborating effectively with creative directors, account executives, clients, and vendors
- Exceptional management of budgets and schedules
- Champion of creative vision
- Agile problem-solver in high-stakes situations
- Adaptable to emerging platforms and technologies

Selected Brands: Otezla, Pepsi Cola, Trident, Spravato, Samsung, Microsoft, United Airlines, Coppertone, Latuda, Clean & Clear, Electrolux, Dailies Contact Lenses, Acuvue, Listerine, Xarelto, Tropicana, Hunt's, Hebrew National, Men's Wearhouse, Simponi Aria, Pfizer, Johnson & Johnson, Unilever, Galderma, Orexo, SunTrust

Ad Agencies: Havas Village X, Wunderman Thompson Health, McCann Health, PepsiCo's Creators League Studio, J. Walter Thompson, mcgarrybowen, R/GA, Deutsch, J3, Annex 88, DDB, Sapient, Strawberryfrog, SS+K

PRODUCER, J. WALTER THOMPSON, February 2005-April 2010

- Produced iconic TV campaigns for Band Aid Brand, Trident and Sour Patch Kids
- Key role in launching Bing.com
- Supported Executive Producers on large productions and produced test commercials (animatics)

Brands: Microsoft, Johnson & Johnson, Royal Caribbean International, Cadbury Adams, Domino's Pizza

PRODUCTION COORDINATOR / PA, 1999-2005

Gained foundational experience working with renowned directors including Rocky Morton, Tony Scott, Zack Snyder, Speck and Gordon, and Stephane Sednaoui at leading production companies such as Hungryman, MJZ, Smuggler, HSI, Believe Media, @Radical and RSA.

EDUCATION

New York University, Tisch School of the Arts — BFA Film & Television