

FILM, VIDEO & ANIMATION LEADER

HEAD OF VIDEO & ANIMATION | SENIOR PRODUCER | CREATIVE OPERATIONS SPECIALIST

A highly accomplished ‘forward-thinking’ award winning Senior Video & Animation Leader with over 15 years of trusted leadership experience in live action video, film animation, audio, design, and writing. Respected visionary leader noted for supporting companies by creating exceptional, compelling imagery solutions that resonate with viewers. Forges new commercial success that accelerate global growth with strategic campaigns and enterprise level accounts.

CAREER HIGHLIGHTS

- **Noted progressive leadership in global video, design, and writing development** expertise with a sophisticated understanding of global cultures and economies, market needs, partnerships, and financial performance.
- **Ambassador for innovative strategic planning, product development execution**, engaging teams and advancing market share via relationships and partnerships to optimize projects and build pace-setter business models to meet future needs.
- **Noted as a trusted advisor who** leverages fostering culture and partnerships to high engagement that meet market challenges with confidence, focus and specialized image solutions expertise to bridge business gaps. **Sought after for special projects.**
- **Awarded Employee of the Quarter (2019), won gold & silver medal at Cannes for ‘Morton Salt Girl’s 100th Birthday’.**

AREAS OF EXPERTISE

- Creative Direction/Brand Elevation
- Budgeting/Scheduling
- Organizational Effectiveness
- Social Media/Marketing
- Product/ Project Management
- Improvement/Development
- Leadership/Team Development
- Talent Curation/Engagement
- Writing & Story Development

PROFESSIONAL OVERVIEW

- MOFILM & ELASTICSEARCH (CONTRACT THROUGH MAY 2022)** **2022-**
SENIOR FILM & ANIMATION PRODUCER, FREELANCE, BANGKOK, THAILAND/AUSTIN TX
- VISUALLY AGENCY (SCRIBBLELIVE/ROCK CONTENT), SAN FRANCISCO, CA/AUSTIN TX** **2013- 2022**
HEAD OF CREATIVE OPERATIONS **2021- 2022**
SENIOR GLOBAL CATEGORY MANAGER, VIDEO/DESIGN/WRITING **2017- 2021**
HEAD OF VIDEO & ANIMATION **2013- 2015**
 Led video, animation, design, writing for enterprise accounts and strategic campaigns.
- As Head of Creative Operations at Rock Content, I built the content marketing department with a focus on developing strategic campaigns to hook enterprise level accounts. My job involved change management, developing pricing, creating Marketplace platform collateral, designing creative supply management processes and implementing accounting procedures and managing a team of five employees.
 - Supervising producer for 50+ motion graphic and animated videos, including National Geographic ‘The Big Picture’ with Kal Penn.
 - Led vision in branding, project manager for 150+ projects, 100+ graphic design projects and produced 50+ animated/live action videos.
 - Hired, managed and supervised 100+ freelance team members and led global virtual creative teams.
 - Advised senior Leadership and sales in bidding proposals to procure accounts, executive producer/creative lead for Oracle &SaaS.
 - Main sales engineer for video, graphics and writing, head writer for creative marketplace, featured article Entrepreneur magazine.
 - Clients included: Oracle, Autodesk, World Bank, LinkedIn, Salesforce.org, Equifax, Direct Energy, West, Trimble, Microsoft, Twitter, Accenture, PriceWaterhouseCooper, Dell, Dice, Verizon, Wikia, Redbull, Estee Lauder, Gerber, Deloitte, Snapchat, Causes, the Sundance Film Festival and National Geographic Television.
- SENIOR PRODUCER & CONTENT STRATEGIST**, FREELANCE, DETROIT, MI/PORTLAND OR/AUSTIN, TX **2015- 2017**
 Led organizations from start-ups to conglomerates to tell stories that got results. Spearheaded start-up rebrand from video to VR/video offering.
- Managed relationships/talent, optimized business techniques, practices, production schedules and provided educated solutions.
 - Established pricing, standardized marketing operations, messaging for and managing email campaigns in SalesLoft /Prospect.io.
 - Built video pipeline for 70+ leads and value of >\$2M. Developed sales proposals/pitches and negotiated deals.
- DIRECTOR, VIDEO AND CONTENT**, NETSUITE, SAN MATEO, CA. **2015- 2016**
 Directed brand awareness, thought leadership, case studies, executive interview, sales, events, videos, infographics, design, writing.
- Led cross-functional communication and teamwork for brand, customer, interview, event, animated videos, and infographics.
 - Managed all creative sales and channel partner projects, producer, marketing team strategy, and defined rebrand style guidelines.

PROFESSIONAL OVERVIEW CONTINUED...

PRODUCER/WRITER, TRANSVIDEO STUDIOS/PICTURELAB, AGENCY, MOUNTAIN VIEW, CA 2012-2013

Produced/wrote live action/CG hybrid media for commercials, broadcast television and promotional video. Managed live action team.

- Produced/wrote 7 live action/CG hybrid media (commercials/promos for LinkedIn, Google, New Relic, Prospira, ValueClick.
- Collaborated with veteran executive producers/directors in animation. Led projects, creative team and stakeholders to consensus.
- Clients included: LinkedIn, Google, New Relic, Prospira, ValueClick & Nevro.

CREATIVE PRODUCER, THE FARNHAM FILM COMPANY, LOS ANGELES, CA/SURREY, UK 2008-2012

Developed sales, hiring, production. Led fundraising that gained 40% of \$10M production budget. Sold 'Children of the Lake'.

- Developed feature film 'London Fog'; won first place - The-greenlight.com/Austin Under The Stars Festival/Screenplay Screen awards, official selection – Feel Good Film Festival, finalist – Moondance and Newport International Film Festivals. Produced 'The Hollywood Quad'; Emmy Magazine feature, in Coffee Bean new media project.

PRODUCER/1ST/ 2ND ASSISTANT DIRECTOR, RETRO FILM STUDIOS/FILM & VIDEO PRODUCTION, LOS ANGELES, CA/NEW YORK CITY, NY 2001-2008

Produced 'World Enough and Time', a Star Trek pilot for new series, Produced 'Blood and Fire' a Star Trek special for internet.

- 'World Enough and Time' won a TV Guide Award and was nominated for a Hugo and a Nebula. Managed crew in 75 sites.
- Assistant Directed 10 feature/short films; 'Undo Undone/Soul Stripper/Disconnected/Mulligan/Thriller-Caron/The Boogeyman.'

EDUCATION, LEADERSHIP, & TECHNICAL EXPERIENCE

Graphic Design. THE SCHOOL OF COMMUNICATION ARTS, | **Studies in Film,** MINNEAPOLIS COMMUNITY & TECHNICAL COLLEGE, MINNEAPOLIS, MN
MS Office, Movie Magic Suite, Monday.com, Bascamp | **Brand Council contributing advisor** (Visually Agency)