
HEATHER O'FLYNN



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PORTFOLIO:
[HOFLYNN.COM](https://hoflynn.com)

OBJECTIVE

To build strong teams and make great work...in budget.

SKILLS

I am quick thinking and innovative.
I know how and when to be lean while continuing to elevate the work.

EDUCATION

BA/Theater
University of the Arts- Philadelphia

EXPERIENCE

PICSELLO

Executive Producer & Business Manager (2021-2023)

- Managed all aspects of Marketing as well as developing/producing content from inception to release.
- Led the team to maintain best practices within our marketing and brand.
- Developed processes to streamline requests within marketing and operations.
- Processed invoices and negotiated contracts for vendors, influencers and talent.
- Worked closely with various legal teams to vet content, website, platform, contracts and all communications making sure they were compliant with industry standards.
- Audited and maintained budgets.
- Processed payment for contractors and employees.
- Partnered with CEO and CTO when reviewing finances, project plans and content schedules.
- Fostered relationships with investors, creative and technology partners.

FREELANCE

Executive Producer (2020-2021)

- Produced multiple productions for various agencies across commercial, social, video, print and email campaigns.
- Worked not only as a Producer but also as Business Manager on projects – this included contract management, talent estimating, legal reviews of creative content, vendor management and all music licensing agreements.

JWT/WUNDERMAN THOMPSON

Head of Integrated Production (2018-2020)

Managed an integrated production department of 40+ producers in video, social, print, business affairs, branded entertainment, experiential and technology.

- Grew and managed the in-house social content studio.
- Built a branded entertainment discipline within the agency with an expertise on BE from brief to delivery.
- Worked closely with finance & brand directors to ensure proper SOW/fees were estimated, negotiated and maintained.
- Coordinated with the Director of Business Affairs & Director of Digital Production to ensure best practices and compliance across all mediums.
- Implemented an integrated mentorship mindset to take existing producer talent and train them across all disciplines to help develop a stronger integrated production offering.
- Met with clients to discuss & understand their production needs across media strategy/plans.

Executive Producer (2015-2018)

Managed clients: Rolex Tudor, Campari & J&J

Fostered relationships with clients to address production needs across their brand portfolios. Estimated large productions encompassing digital, broadcast and print. Scoped time of staff for client fees and built extensive project calendars. Processed invoices and negotiated contracts for vendors, influencers and talent.

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EXPERIENCE (CON'T)

JWT/WUNDERMAN THOMPSON

Freelance Senior Producer (2013-2015)

Clients: Rolex, Puma, Macy's, Tylenol & Schick

Produced broadcast and digital work offshore; saving on production costs and maintaining the integrity of the creative. Collaborated with team members and local/global developers to create a digital application in global markets for clients.

OGILVY/CHICAGO

Senior Producer (2008-2013)

Using experience and knowledge to partner with the Head of Production to establish and maintain a global production process for our clients. Successful in producing broadcast and digital work offshore, saving on production costs while maintaining the integrity of the creative.

Producer (2006-2008)

Worked with cost consultants on bidding guidelines and implementing them for cost savings, while maintaining the quality of the work. Worked through the production process with creative and account service to guarantee that we were successful in getting the clients the best work.

Associate Producer (2004-2006)

The move to Associate Producer was seamless, bringing not only experience in Business Affairs but also ever-growing knowledge of the production world.

Broadcast Business Manager (2002-2004)

Partnered with producers on radio & television commercials and managed day-to-day production activities on assigned accounts. Handled talent bookings, talent payments, reviewed final commercials and issued final cast reports. Through this work I became proficient in talent unions such as SAG, AFTRA and ACTRA. Created spreadsheets for producers on new productions and opened/closed and maintained production files. Managed estimates, overages and spreadsheets on multiple clients. Assisted the Head of Business Affairs in creating global talent contracts for offshore production.

Assistant Broadcast Business Manager (2000-2002)

Learned the production process by assisting the broadcast managers on day-to-day production activities. Booked talent and studio time for radio commercials, prepared bid/award packages for new television productions, calculated and issued television & radio production estimates. To learn the process in more depth shadowed producers on radio and video productions.