

STUART MOUTRIE

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Portfolio: stuartmoutrie.com

PROFESSIONAL SUMMARY

Award-winning Executive Producer with 20+ years of experience leading high-impact advertising campaigns for global brands. Expert in integrated production, cross-functional team leadership, and large-scale productions across TV, digital, social, CGI, and live events. Proven success in budget management (\$10M+), creative collaboration, and driving brand engagement through innovative storytelling.

CORE SKILLS

- Integrated Campaign Production
 - Budgeting & Scheduling (\$25K–\$10M+)
 - Cross-Functional Collaboration
 - Live Events & Activations
 - “Guerrilla-style” lo-fi productions - aggressive budgets delivering high production value
 - Social-First Content
 - VFX / CGI / AI Production
 - Vendor Negotiation & Management
 - Adobe Creative Suite, Slack, JIRA, Monday, Google Workspace, Microsoft Office
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PROFESSIONAL EXPERIENCE

Monks – Chicago, IL

Executive Integrated Producer – Chevy Brand • March 2025 –Present

- Lead integrated production, AI & CGI-driven projects, and manage a team of Senior Producers and PMs across broadcast, social, static, and CGI deliverables
- Coordinate with production teams across the globe to deliver a steady churn of content for Chevy

VML – Chicago, IL

Executive Producer – Mazda • Jul 2024–March 2025

- Lead integrated production for Mazda across broadcast, social, static, and CGI deliverables
 - Pushed to develop in-house and creator-first content strategies to boost social engagement for Mazda
 - Partner with department leads to optimize workflows and internal resources
- Notable Project: "Move and Be Moved" 360 campaign, broadcast directed by Nicolai Fugslig (MJZ)

Said Differently – Chicago, IL (fully remote agency)

Executive Producer – GE Aerospace, Brightspeed Internet • May 2024–July 2024

- Led development and production of a mixed media film (live action footage, CGI, stock footage, and stock stills) for an airshow video displayed in an Executive GEA Suite on a 36'x7' LED screen in Farnborough, UK – worked with teams across several time zones, ranging from Los Angeles to Warsaw, Poland under an immense amount of schedule constraints
- Oversaw and managed the reviews and production of Brightspeed Internet's mascot, Ray – where we created a tangible mascot costume for use at live events, parades, etc, based on their TVC campaign's main character – extremely unique project and had to learn to work with vendors not used to the typical ad agency and client review processes; but immensely rewarding in the end

Leo Burnett – Detroit, MI (Chicago-based)

VP, Executive Producer – Cadillac • Jul 2021–Jul 2024

- Led full production scope for Cadillac across social, digital, live events, broadcast, and stills
 - Managed a 5–7 person team and streamlined cross-departmental operations
 - Oversaw \$25K–\$10M+ projects and personally led multiple high-profile campaigns
- Notable Projects:
- "Color of Emotions" 360 campaign feat. Labrinth, dir. by Dave Meyers (Radical)
 - "Art of You" CELESTIQ campaign: global live launch w/ Lenny Kravitz, GM execs, Unreal Engine & VFX integration

VMLY&R – Kansas City, MO (Chicago-based)

Senior Integrated Producer • Feb 2020–Jul 2021

- Produced TV, radio, print, OLV, and social campaigns for Wendy's, Intel, Walgreens, Office Depot
 - Managed remote and international shoots under Covid constraints
 - Created engaging live activation content
- Notable Projects: Intel NYC & Poland/Kiev shoots; Wendy's March Madness w/ Reggie Miller, Kenny Smith

Shape & Light – Los Angeles, CA

Senior VFX Post Producer • Jan 2020–Feb 2020

- Delivered Super Bowl spots and social for:
 - Frito Lay w/ Snoop Dogg & Martha Stewart (Goodby Silverstein)
 - Nike w/ Carmelo Anthony (AKQA)
 - Carl's Jr. (72andSunny)

We Are Unlimited (DDB) – Chicago, IL

Senior Integrated Producer • May 2019–Dec 2019

- Produced national campaigns for McDonald's brand
- Led cross-agency production coordination

Commonwealth//McCann – Detroit, MI

Senior Producer • Sep 2014–May 2019

- Produced TV, digital, print for Chevrolet International & U.S., as well as McCann Detroit for 2 x Aldi brand campaigns

Notable Projects:

- "Blackout" Super Bowl 49 spot – Cannes Shortlist
- Chevrolet Complete Care campaign – 10-day Cape Town, South Africa shoot
- "Shattering Perceptions" – 25-day LA shoot
- Aldi Brand Campaigns – 2016, 2017 – shot with MJ Delaney and Brian Billow, respectively

Doner – Southfield, MI

Senior Producer • Jun 2012–Sep 2014

Producer • Feb 2011–Sep 2011

- Produced for FCA, Coca-Cola (Simply Orange), Bush's Beans, Smithfield, O'Charley's
- Notable Projects:
- Bush's Bean Dash mobile game w/ Psyop NYC
 - Cat's Pride spot "Pass Out Cat": SHOOT Magazine Top 10

Team Detroit (GTB) – Dearborn, MI

Producer • Sep 2011–Jun 2012

- Produced TV, digital, mobile, print for Ford Retail
- Created AR app with Derek Jeter for Ford Tri-State

Campbell-Ewald – Warren, MI

Content Producer • Aug 2007–Feb 2011

Associate Content Producer • Aug 2005–Aug 2007

Supervisor, Account Coordination • Nov 2004–Aug 2005

Account Coordinator • Feb 2004–Nov 2004

Berline – Bloomfield Hills, MI

Creative Coordinator & Proofreader • Mar 2003–Feb 2004

EDUCATION

Oakland University – Rochester Hills, MI

Bachelor of Arts in English • Graduated May 2002, GPA: 3.56, Academic Honors

AWARDS & INTERESTS

- Cannes Shortlist: Chevy Colorado "Blackout" (Super Bowl 49)
- SHOOT Top 10 Visual Effects Spots: Cat's Pride "Pass Out Cat"
- Passionate photographer: proficient in DSLR, 35mm film, Canon EOS Elan II
- Led fundraising team for Special Olympics Michigan: Top fundraiser 7 years running