

# BRITTANY FOSTER

## PRODUCER

### CONTACT



316-640-6857



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[bmariefoster.com](http://bmariefoster.com)



Wichita, KS

### PROFILE

A strategic senior producer with a compelling 10+ year track record of transforming creative visions into high-impact media content across multiple platforms. Proven expertise in managing budgets and timelines, orchestrating end-to-end production workflows that consistently deliver exceptional storytelling, exceed client expectations and drive audience engagement. Adept at connecting target audiences and strategic goals to align with brand stories, streamline creative processes, and create engaging visual content.

### SKILLS

Airtable  
Microsoft Office Suite  
Keynote  
Miro  
macOS  
Canva

### EXPERTISE

- Scope of work estimation
- Vendor contract negotiations
- Director & photographer selection
- Sourcing and management of editorial & post-production partners
- Strategic production partnerships
- Emerging talent and trend research
- Creative campaign management
- Media planning and buying
- Digital ad account management
- Consumer contextual planning
- Voiceover talent

### EDUCATION

#### Howard University

Bachelor of Business Administration:  
Marketing

### WORK EXPERIENCE

#### Freelance Production & Content Consultant

Foster Media Consulting Services | Wichita, KS

2024 – Present

- Work with local partners to develop strategic plans for conference, vendors, and other community partners
- Develop proposals to support local grassroots activities
- Direct vendor and talent negotiations to secure cost-effective solutions while maintaining production quality

#### Creative Producer

Jordan Brand at Nike | Remote

2022 – 2023

- Oversaw seasonal campaign budgets by effectively managing allocations of up to \$1.2M; Leveraged negotiation skills to successfully secure cost savings of \$300K in production expenses to optimize the financial efficiency of campaigns while maintaining high-quality deliverables
- Partnered with NBA/WNBA athletes and influencers to develop and execute impactful marketing and brand partnerships; Drove strategic collaborations to expand audience reach and enhance brand visibility
- Revamped and enhanced the final delivery process to ensure the timely receipt of final deliverables by Geo-partners to enable the launch of seasonal campaign initiatives
  - Identified potential risks and implements mitigation strategies to safeguard project success, minimize disruptions, and optimize outcomes
- Oversaw contract management processes to ensure compliance, negotiation of terms, and proper execution to uphold project integrity and protect the interests of all stakeholders
- Delivered regular project status updates to the Studio Manager by offering clear insights into project progression, milestones, and any potential challenges
- Established vendor and agency relationships to facilitate effective communication and collaboration; Orchestrated project plans to meet timelines and objectives
- Collaborated with Brand Specialists to manage compensation processing efficiently and accurately
- Established a structured approach to file naming by verifying and aligning naming conventions with the Studio Manager; Communicated updates to partners to ensure consistency and clarity in file management
- Conducted final proofing of content to ensure accuracy, consistency, and quality that meets established standards and expectations

#### Producer

Leo Burnett Worldwide | Chicago, IL

2020 – 2022

- Formulated project scopes of work and production schedules to solicit bids and subsequently award production and editorial/post contracts
- Served as an on-site and virtual liaison by bridging the gap between the client, talent, and production teams during photo and video shoots to ensure the creative vision and client objectives were accurately conveyed to the production crew and talent
- Managed the production life cycle, including concept development, coordinating all on-set activities, editing, and sound design through finalization
- Spearheaded the Aldi's Friend-Saver's and Serta Mattress' Q4'22 Holiday campaign; Executed pre and post-production processes to effectively communicate the brand message

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### NOTABLE CLIENTS

- Aldi
- Allergan
- Allstate
- American Family Insurance
- Bacardi
- Best Buy
- Blue Cross Blue Shield
- Bridgestone/Firestone
- Campbell's
- Coca-Cola
- ComEd
- General Electric Appliances
- General Motors
- Illinois Lottery
- Kellogg's
- LiftMaster
- McDonald's
- Miller Coors
- Nike/Jordan Brand
- Nissan
- Omron Healthcare
- Purina
- Sanofi/Bioverativ
- Serta
- Toyota
- Visionworks

### REFERENCES

#### Qadree Holmes

773-255-3929

q.holmes@curiosityproductions.com

#### Mark Pakulski

612-201-2470

mark.pakulski@nike.com

### WORK EXPERIENCE

#### Producer

FCB Chicago | Chicago, IL

2018 – 2020

- Led the production of engaging website, social media, and lifestyle content for Allergan's Botox Cosmetic and Juvéderm Fillers; Partnered with creative teams, talent, and technical experts to craft narratives and visuals that effectively showcased the products
- Owned production efforts for GE Appliances; Created online video, TV, and social content for Top Load Laundry and Wall Oven campaigns
- Achieved recognition for outstanding work in healthcare marketing by winning the "Best Use of Technology" award at The Creative Floor healthcare award show through the production of Bioverativ's Alprolix Infusion Squad audio series, exclusively designed for Amazon's Alexa Skills

#### Producer

PACO Collective | Chicago, IL

2017 – 2018

- Managed the end-to-end estimates and bidding process for a wide range of creative projects across digital, print, out-of-home, radio, and TV mediums
- Established strategic partnerships with internal and external stakeholders to ensure the timely delivery of creative projects
- Allocated budgets ranging from \$23k - \$1M; Innovated strategies to maximize funds without compromising quality throughout the production process
- Streamlined production workflows to manage business affairs initiatives; Drafted production contracts, provided support to SAG-signatory during talent negotiations, and executed the payment process for production, union and non-union talent, and holding fees
- Strategically navigated the Illinois Film Tax Credit Application process by leveraging expertise to secure valuable tax credits that benefit the production's financial bottom line
- Collaborated with director and writer Jared Hess, known for his cult classic film "Napoleon Dynamite," Expanded network of esteemed professionals to bolster notoriety
- Produced ComEd's Fall Integrated Campaign, which included the creation of (6) 30-second TV spots, (5) 15-second lifts, (11) 30-second radio spots, and an 80+ image photoshoot with a 2-year unlimited usage agreement for print, out-of-home, and digital mediums

#### Manager, Production

UpShot Agency | Chicago, IL

2016 – 2017

- Spearheaded the creation and oversight of project schedules and task management to ensure the on-time delivery of creative content while upholding budgetary constraints
- Effectively managed the production phase of the project lifecycle, spanning multiple clients within the portfolio, with a specific focus on print and digital mediums
- Orchestrated collaboration between in-house studio and external vendors, leading to the development of campaigns that encompassed diverse components, including out-of-home, in-store/point-of-sale (POS) materials, promotional content, and interactive media

#### Other Professional Work Experiences

ASSOCIATE PRODUCER | Commonground/MGS | Chicago, IL

2014 – 2016

MANAGER, DIGITAL ACCOUNTS | Interactive One | Chicago, IL

2012 – 2014

STRATEGIC MEDIA PLANNER & BUYER | Starcom WW | Chicago, IL

2008 – 2012