

Nate Wehrman

BRANDED CONTENT / MEDIA PRODUCTION

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SUMMARY

A creative advertising professional with 10 years of diverse experience in media and content production. A background Line Producing commercials, promos and digital campaigns supports ability to lead teams and shepherd projects through creative development at the agency level. Strong interactive communication skills aid in ability to interface with clients, internal stakeholders, and vendors alike. A self-starter with a proactive approach to connecting the dots and pride in project foresight and problem solving skills. Approaches each project with efficient, ethical, and diligent attention to detail. Organizational wizardry and multi-tasking ability paired with a passion for creative advertising. Excels in high-pressure, time and cost sensitive environments that foster growth.

SKILLS

- Media Production
- Broadcast / Digital Content
- Project Management
- AICP Bidding
- Client Services
- Video Production / Post Production
- Crew / Freelance hires
- Vendor Relations
- G Suite & Microsoft Office
- A/V Equipment
- Creative Research & Development
- Adobe Suite (AE, Premiere, Photoshop, InDesign)
- Presentation Skills
- Emerging technologies
- Integrated Campaigns

EDUCATION

Brooks Institute of Photography

Bachelors, Film & Video Production

Aug 2008 - Oct 2011

EXPERIENCE

Twenty Four 7

Portland, OR

Digital / Video Producer

Jan 2021 – Present

Management and Supervision of motion graphics artists and editors in the creation of artful content solutions for large nanolumen screens in AT&T Flagship locations in coordination with environmental and interactive campaign elements. Manage communication between video department and client while internally informing technical and procedural solutions for efficient post workflow.

Tastemade

Los Angeles, CA

Production Manager of Original Content

Sept 2017 – Mar 2019

Production Supervision of 14 original shows in the Home & Design vertical for digital distribution. Managed creative deliverables and budgets of in-house and freelance teams to lead all phases of original content production in the Home & Design Vertical. Implemented and maintained ethical production workflow. Generated an audience of 2M from scratch across social platforms and creating \$30M in branded contracts

Defy Media

Los Angeles, CA

Branded Content UPM (contract)

Nov 2016 - Sept 2017

Management of creative deliverables and budgets of in-house and freelance teams to lead all phases of branded content for digital distribution.

Ignition Creative

Santa Monica, CA

Associate Director of Video Production

Nov 2015 - Oct 2016

Generation of creative concepts for live action solutions to clients marketing and advertising needs. Lead creative teams in development and production of brand extending and cross-channel campaigns including award winning and press worthy TV ads & digital media. Track creative deliverables and budget of in-house and freelance crew to lead all phases of campaigns through outstanding organization. Pitch live actions concepts for internal and external client presentations. Provide Director, DP recommendations. Brief and supervise line producer and production manager on all productions. Manage booking/coordination of all crew and talent

Video Production Manager

Aug 2014 – Nov 2015

Creative team leadership of Copywriters, Designers, Storyboard Artists, and Directors to generate award winning and press worthy live action solutions to clients marketing initiatives. Created a 50% profit margin after hard costs without sacrificing quality due to diligent negotiation and budget tracking.

Video Production Coordinator

Oct 2013 – Aug 2014

Develop and implementation of processes and procedures to structure ethical and efficient production workflow within the agency. Slashed equipment costs by more than 30% through vendor negotiations. Leverage an advanced network of production crew resources to staff each production. Other responsibilities included payroll and invoice processing, CC reconciliation, and assembly of wrap books. Some travel arrangements.