

ANDREW RICHARDS

CREATIVE PRODUCER



CONTACT

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Location_ Charlottesville, VA

PROFILES

LinkedIn_ [/in/andrewjrichards](https://in.linkedin.com/in/andrewjrichards)

Facebook_ [/andrewjrchrds](https://www.facebook.com/andrewjrchrds)

Instagram_ [@andrewjrchrds](https://www.instagram.com/andrewjrchrds)

EDUCATION

Aug 2006

Bachelor of Arts, Critical Studies

University of Southern California

School of Cinematic Arts

SKILLS

Video Production

Creative Marketing

Project Management

Social Media Platforms

Adobe Creative Suite

HTML

Leadership

Critical Thinking

Collaboration

Attention to Detail

INTERESTS

coffee // puns // bears // politics //

music // film // tv // podcasts //

soccer // board games // cooking //

Seeking a full-time role in the marketing or entertainment spaces, bringing experience in visual content strategy and production including video and photo, digital and print, online and offline. Confident leader, flexible team collaborator, strong communicator, and constant learner. Recently repatriated and settled in Virginia after more than four years abroad in Dubai, UAE.

EXPERIENCE

Apr 2017 >> Dec 2018

Executive Producer & Creative Team Lead @ LMTD (Dubai, UAE)

//Managed productions of brand campaign TVCs and OOH stills from brief to distribution as well as other video, photo, and animation work.

//Led the creative team, overseeing design work for ATL and BTL assets including billboards and flyers, EDMs and landing pages, Facebook ads and Instagram stories.

//Developed and managed strategy, creative, production, and installation of on-site print collateral and branding materials for major product and service launches.

»Notable clients included *ADNOC Distribution*, the UAE's #1 fuel retailer; *N.Bar*, Dubai's premier nail salon; luxury retail company *The Chalhoub Group*; Korean beauty brand *Vitabrid MENA*; and startup accelerator *Techstars Dubai*.

Sep 2015 >> Mar 2017

Executive Producer @ LMTD (Dubai, UAE)

//Produced engaging video content including narrative, documentary, and corporate work with shoots across the UAE as well as in Italy, Sweden, and the US; owned budgeting, scheduling, storyboarding, cast & crew booking, and location scouting.

//Project managed copywriting, designing, coding and QCing of display, social, and emails.

//Joined the Executive Leadership Team, ensuring team strength and morale — in addition to business health — were at the forefront of agency decisions.

»Notable clients included *Etihad Airways*, the national carrier of the UAE, *ADNOC Distribution*, *Think with Google MENA*, *PwC Middle East*, and *Abu Dhabi Commercial Bank*.

Aug 2014 >> Aug 2015

Video Producer @ LMTD (Dubai, UAE)

//Produced extensive social media video work including branded content, product videos, and recipe videos with shoots on planes, in studios, and on the streets of India.

//Developed foundation for in-house video capabilities, creating relationships with freelance videographers & photographers, below the line crew, and equipment companies.

»Notable clients included *Etihad Airways*, consumer electronics brand *Philips Middle East*, and food company *Lamb Weston Arabia*.

Oct 2007 >> Aug 2014

Assistant Theater Manager @ USC School of Cinematic Arts (Los Angeles, CA)

//Oversaw operations of multiple theaters and screening rooms during special events and high-profile classes ensuring smooth presentations and comfort of attendees.

//Projected reel-to-reel 35mm and 16mm film, DCP and other modern video formats.

//Managed and trained students to be projectionists and film inspectors.

Jan 2006 >> Mar 2009

Music Coordinator @ Music Soup, Format Entertainment (Los Angeles, CA)

//Assisted music supervisor Julianne Jordan in tracking music licensing budgets, breaking down scripts, and choosing songs for film and television projects.

//Handled selection of and on-set wrangling of background musicians.

//Sought out new music and artists by attending showcases and reading publications.

»Credited on *Never Back Down*; *Jumper*; and *Bigger, Stronger, Faster**.

»Uncredited on *Alvin and the Chipmunks*, *TMNT*, *Must Love Dogs*, *The Air I Breathe*, and more.