

Qualification Summary

- 11-year veteran producer of branded content-, industrial-, documentary-, broadcast- and interactive-video
- Digital project manager and team leader with advertising agency experience (display ads, social, apps)
- Expert post-production manager, video editor, compressionist and deep video engineering expertise
- SOW & RFP writing, budgeting, SAG/AFRTA contracts, music licensing, 3rd party vendor management
- Recent clients: HP, Kraft, RIM, McDonalds, JCPenney, Eli Lilly, MillerCoors, Whirlpool, BP, Wrigley
- Spanish bilingual, excellent communication skills, creative & technical team management experience

Professional Experience

Design Kitchen (WPP network), Chicago

Freelance, February 2011 to Present

Producer/Project Manager (Client: HP)

- project manage multiple simultaneous display & OOH advertising projects including banner ads, email, video, wild postings, social media, live events, content management systems and Flash applications
- manage production and development teams, media-buying organizations and other 3rd party vendors
- conceive and produce branded-content films, video for product microsites, viral video, other creative ideation, assist with copywriting and technical design, wireframing
- key player in collaboration with account team, project managers

Razorfish (Publicis), Chicago

Freelance, May 2010 to Present

Agency Producer (Clients: Kraft, RIM, JCPenney, & more)

- produce & direct motion media content for interactive campaigns, OLA, microsites, social media, AR
- collaborate with creative, PLD & UX teams to ensure success of video & photo asset deployment
- manage budget, schedule, team communication; client-facing communications, inter-agency collaboration
- vendor selection/vetting, casting, production management, SAG/AFTRA negotiations, music licensing

Pixel Brothers, Chicago

Staff and Freelance, October 2008 to Present

Producer, Director, Editor

- produce, direct, shoot & edit studio, field and live-events productions
- creative concepting, co-writer, treatment writer, ideation, storyboarding, bidding, sales pitches
- editor, compressionist, color/sound correction, 2D graphics, camera, lighting, audio

Digitas (Publicis), Chicago

Freelance, January 2007 to

Senior Motion Media Producer (Clients: MillerCoors, EliLilly, Whirlpool/Maytag) December 2008

- produce and direct video assets for banner ads and microsites; radio for broadcast
- project manage, budget, schedule, vet and select vendors, manage union and non-union talent contracts
- manage team communications, ensure agency success in motion media production

Sedgwick Productions, Chicago

Freelance, May 2000 to Present

Associate Producer, Senior Editor

- script-to-screen producer on videos for hundreds of clients over ten years
- senior editor, compressionist, color/sound correction, graphics & post production management
- manage multiple simultaneous projects, editors & other staff, process development, training
- operate camera, lighting, sound, teleprompter on mobile and studio shoots; equipment maintenance

Independent Projects: Video/Interactive/Web

2002 to present

Producer

- UX design, wireframing, project management, conceptualization, production of iOS applications
- "former life" as a web producer and designer, HTML, Flash & CSS savvy

Technical Proficiencies

- proficiency leading interactive teams, working knowledge of Flash, HTML/CSS, etc.
- expert in Photoshop, Motion, Livetype, intermediate with After Effects, Illustrator and InDesign
- expert video editor on Final Cut Pro Suite, intermediate-level experience with Avid
- expert compressionist, DVD authoring, codecs and transcoding, video embedding, metrics and seeding
- expert camera operator on ENG/Cinema cameras, film and digital photography
- video and audio core engineering knowledge, including DIT/card wranger and in I.T./file management
- proficiency maintaining and repairing advanced electronics technology, machinery, devices etc.
- expert music and audio engineering/mixing and mastering, live event systems, home and live theatre
- expert in studio and location lighting for video and film production
- expert in theatrical and live-event staging, lighting, sound, video, projection, kiosk and odd-size displays

Education

The University of Illinois at Urbana-Champaign

Bachelor of Fine Arts in Theatre Design and Technology, emphasis in Lighting Design, 12/2001

The Lorenzo De' Medici Art Institute

Art, Design & Photography intensive study, January-May 2002 (Florence, Italy)

The Dale Carnegie Course for Young Adults (Downers Grove, IL)

Dale Carnegie Certification, May-August 1994

Interests and Skills

- entrepreneurial projects
- fluent in Spanish, some experience with Italian, extensive international travel and production experience
- creative development, ideation, storyboarding, pre-visualization, keynote listening (sketching/drawing)
- musician, percussionist, singer, and live performer; confident public speaker

References available upon request

Recent CV

- HP "Everybody On" kickoff campaign, DesignKitchen (WPP), Project Manager/Producer, Feb/2011
- Maxwell House "Drops of Good" online voting website, Razorfish (Publicis) Video Project Manager/Producer, ongoing
- Kraft Lunchables "Created by You" Augmented Reality campaign, Razorfish (Publicis) Video Producer, 2010
- California Pizza Kitchen "Unordinary Choices" video series, Razorfish (Publicis) Video Producer 2010
- JCPenney "Teen Haulers" youtube videos, Razorfish (Publicis) Producer 2010
- McDonalds Corporation, internal videos, Bilingual Producer/Director, Ongoing
- The Treasure Hunters Roadshow" NATPE TV Pilot, Producer, Editor, B-Camera, 2010
- Entourage Edge, promotional video, Director, 2009
- "We Believe" authorized feature documentary about the Chicago Cubs, Sound Mixer, 2008-2009
- MillerCoors, 2009 combined sales conference sizzle reel, Director, 2008
- "The Craft" video series, Miller Brewing Co., Digitas (Publicis) agency Producer/Director, 2007
- Miller Genuine Draft production process video Miller Brewing Co., Digitas (Publicis) Producer/Director, 2007
- Sparks, four :30 second radio commercials, Miller Brewing Co., Digitas (Publicis) Director/Producer, 2007
- Eli Lilly, Cymbalta Interactive patient assessment tool, Eli Lilly & Co., Digitas (Publicis) Producer/Director, 2007
- Whirlpool appliances interactive landing page, Digitas (Publicis) Producer/Director, 2007
- Video News Gathering Pilot Project, Chicago Sun-Times, Director/Producer, 2006
- Chicago Marathon & "Shamrock Shuffle", in-race camera producer, LaSalle Bank, Producer, 2005/2006
- Northwestern University McCormick Engineering school centennial/tour videos, Editor, 2009
- Big Ten Network, Northwestern University half-hour broadcast shows, Editor, 2009
- Shell Vacations Club new membership sales video, Mauge, Inc., Editor, 2008

Other clients Include: The Steve Wilkos Show, Illinois Bar Association and Foundation, Steamist, Chicago Lyric Opera, BP/Amoco, Accenture, Broan/NuTone, United Stationers, Chicago Faucets, AOSmith, Gerber, American Standard, Franciskan/Skemp Hospital, Storandt/Pann/Margolis, Rhea & Kaiser, Growmark, Wrigley, The Amazing Race (CBS),