

Executive Producer

Highly creative and results-driven professional with extensive experience in developing high-quality multimedia content across various platforms including digital, social, broadcast, radio, print, and experiential.

Repeated success in planning and finalizing all aspects of large-scale productions from inception to completion within set timelines and budgetary constraints. Skilled in mentoring and coaching team members to foster growth, enhance skills, and cultivate a collaborative and supportive work environment. Well-versed in managing production lifecycle, from script development through casting, filming, editing, and post-production. Success in establishing collaborative relationships with cross-functional teams and external stakeholders to achieve project goals. Proven ability to adapt to evolving industry trends and technologies to optimize production processes and enhance project outcomes. Recognized for strategic thinking and problem-solving abilities in fast-paced and dynamic environments.

Areas of Expertise

Strategic Planning & Execution | Project Management | Content Development | Team Leadership & Management | Client Relationship Management | Budget Management | Bid Development | Cross-Functional Collaboration | Mentoring & Coaching | Talent Acquisition | Network & Studio Relations | Customer Service & Satisfaction

Career Experience

PXP Studios, Publicis Groupe, Atlanta, GA

2022 – Present

Executive Producer

Collaborate with a dynamic team, including senior producers, producers, and production coordinators to ensure smooth coordination and execution of projects. Develop comprehensive scopes of work tailored to meet the needs of multimillion-dollar client accounts. Spearhead strategic business initiatives aimed at integrating creative and production processes to foster collaboration within organization. Leverage industry knowledge to guide producers in selecting and negotiating contracts with outside vendors. Evaluate vendors based on project scope, budget, and timeline in line with creative vision of each project. Possess a deep understanding of advertising strategies, platforms, trends, and creative concepts, contributing valuable insights to project development and execution.

Key Achievements:

- Provided expert guidance on talent-related matters to producers within team, demonstrating comprehensive knowledge across all aspects of talent management.
- Collaborated closely with the Business Affairs Manager to ensure timely communication of updates from SAG to agency team members, facilitating informed decision-making and compliance.
- Exhibited proficiency in working across various platforms including experiential, social, and digital realms, showcasing adaptability to different project requirements.
- Acted as Executive Producer for both on-location and studio shoots, overseeing all aspects of production to maintain creative vision and achieve project objectives.
- Ensured timely delivery of high-quality productions within budgetary constraints by managing project timelines and resources.
- Established and maintained strong client relationships while serving as lead production contact for Fortune 500 accounts.
- Initiated project bid development processes by utilizing industry expertise and market insights to secure competitive opportunities and optimize profitability.

Senior Producer

Developed compelling content to effectively engage target audiences and achieve brand objectives. Led planning, execution, and oversight of on-location and studio shoots, including live-action, still photography, experiential activations, and radio campaigns. Applied in-depth knowledge of talent acquisition, including SAG & AFTRA regulations, to secure and manage top-tier talent for various campaigns and productions.

Key Achievements:

- Implemented strategic financial planning to optimize resource allocation, enhance project profitability, and adhere to financial constraints, contributing to the overall success of each campaign.
- Maintained smooth production workflows, from initial concept development to final delivery, consistently meeting high-quality standards and project timelines.
- Successfully managed projects for renowned brands such as Delta Air Lines, Starbucks, USAA, and Mondelez, driving impactful marketing initiatives and delivering measurable results.

CSE, Career Sports & Entertainment, Atlanta, GA**Producer | Production Assistant**

Managed end-to-end production processes, including talent coordination, music selection, and project delivery, with attention to detail and adherence to deadlines. Contributed to diverse projects including live sports telecasts and pre-taped network shows. Conceptualized and executed branded content projects for prominent clients including AT&T, Coca-Cola, Aflac, and The Kellogg Company.

Key Achievements:

- Exceeded stakeholders' expectations and got promoted to Producer from Production Assistant position.
- Coordinated production of various television programs, including the one-hour show "Rise Up Weekly" aired on CW, providing viewers with comprehensive coverage of Atlanta Falcons.
- Directed live post-game show "Falcons Inside the Locker Room," delivering immediate insights and reactions to the Falcons' games.
- Oversaw 30-minute "Chick-fil-A Bowl Preview Show," broadcasted on ESPN, offering in-depth analysis and previews of annual college football events.

Education

Bachelor's Degree in Radio, Television, & Film, Auburn University, Auburn, AL