



LORI BULLOCK
EXECUTIVE CONTENT PRODUCER
WWW.LORITVPROD.COM

OBJECTIVE

Skilled communicator versed in the craft, art and business of integrated content production. Creating the narrative of honest and captivating storytelling is my passion. My goal is to execute grace, dignity and excellence to every project I command while inspiring others.

SKILLS

Strategic Thinking, Leadership, Solution Solving, and a Champion for Diversity, Equity and Inclusion.

EDUCATION

ST JOHN'S UNIVERSITY
BS Communication Arts 90'

EMERSON COLLEGE
Broadcast Journalism, Film & Media

EXPERIENCE

SVP, EXECUTIVE PRODUCER - DIGITAS HEALTH, MAY 2022 - PRESENT

Manage, mentor, guide and oversee a team of integrated producers and content makers that command production tasks for a several clients in the health/pharma/bio tech sector. Collaborate with skilled creatives, strategy and account teams to oversee, create and manage content for an impressive portfolio of multi million dollar accounts and clients working for the great good of consumer health.

VP, EXEC INTEGRATED PRODUCER – TOWNHOUSE NY, JUNE 2016 - MAY 2022

Responsible for overseeing financial planning, production and deliverables of broadcast, branded and digital content for several Fortune 500 Health & Wellness brands. Supervise and train assistant producers to spearhead content production. Manage the planning and execution of integrated marketing strategies designed to advance successful brand equity and growth.

VP, SR CONTENT PRODUCER - GREY NY, FEB 2000 - JUNE 2016

Responsible for overseeing the financial planning, integrated content production for TV Broadcast, Radio, Web, Corporate, Industrial, Branded Content and Digital Ad Campaigns for GSK, Lilly P&G, Darden Corporation, and Frontier Airlines. Supervised integrated marketing strategies designed for brand awareness.

NEWS DIRECTOR – BRONXNET, FEB 1994 - DEC 1996 - NYC

Responsible for overseeing the entire production, budget and staff of a local cable news and public affairs programming initiative which served the Borough of the Bronx exclusively in New York City.

NEWS PRODUCER - WKOW – TV, JUNE 1992 – SEPT 93 MADISON, WI

Responsible for overseeing story preparation and coverage of live 6pm newscast. Managed a team of reporters and videographers and assigned stories for evening news shows. Executive Producer of 6pm weekend news specials and series.

PUBLIC SPEAKER, PANELIST AND PODCAST GUEST/HOST

Various organizations:

June 2021- Shiny Awards - New Directors Networking
June 2021- Grey #Sthings -Juneteenth Edition - Podcaster
July 2020 - WPP 3% Global Culture 101 Panelist-
July 2020 - Grey Matters Podcast Host- Interview with inventor Jackie Carter -"Not Reaching Pouch"
June 2020 - NAMIC+ fyli Success & Transformations - Panelist
July 2019 - Call Sheets to Cocktails Guest Speaker
May 2018 - AICE Award Judge
2008 - Ghetto Film School Advisory Board Mentor
2003 - IRTS Minority Workshop Panelist
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LORITVPROD@GMAIL.COM @SOJOURNER1864



FACEBOOK.COM/
LORI.BULLOCK



(201)926-8076



LINKEDIN.COM/IN/
LORIJBULLOCK



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HONORS & AWARDS

BRONZE LION. EMMY, NY ADDYS, MOBIUS,
Aug 2010 - Heartland Regional Emmy Chapter
Denver Market 201. Bronze Lion Health Breathe Right Belmont Stakes
Case Study
2010 -Heartland Regional Emmy Single Spot- Frontier Airlines
"Super Roll XLIII - Producer
2004-NY Addys TV Campaign Frontier Airlines TV Campaign "Flip/Bi-
Coastal Relationship"
2004-Mobius Award "Flip/Foxy" - TV Spot
2004 -NY Festivals World Medal Award Fr ontier Airlines "
Cinema"-TV Spot
2004-London International Advertising Awards Finalist TV/Cinema-
Campaign -"Lunch, Screenplay"
2004-Worldfest Houston Platinum Remi Award - TV Commercial
Awards - "Confections/ Snacks"
2004-Worldfest Houston Platinum Remi Award - TV Commercial
Awards - "Snow"
2004-Worldfest Houston Platinum Remi Award - TV Commercial
Awards-"Direct TV"
2004-Worldfest Houston Bronze Remi Award - TV Commercial
Awards-"Mexico"
2003-Worldfest Houston Silver Remi Award - TV Commercial Awards-
"Let it Snow"
2003-London International Advertising Awards Finalist - TV/Cinema-
Travel Frontier Airlines "Flip"
2003-Mobius Award "Flip/Foxy -Screenplay" TV Spot
2003-Mobius Award "Flip:/Mexico" -TV Spot
2003- Mobius Award "Denver Snow"-

MENTORSHIP & VOLUNTEER WORK

COMMUNITY WORD PROJECT

Resource Communications Committee Board Member of non profit
that facilitates culturally responsive, multidisciplinary art programs
for students, teaching artists, and communities to develop and
amplify their voices and creative skills.

4A'S MENTOR

Mentored students of color during a Career Day Speed Networking
event to expose them to Opportunities in Advertising and
Production through meaningful conversations and guidance.

GFS GHETTO FILM SCHOOL

Taught Production 101 Seminars to Film Students by exposing them
to the business and art of film production in Advertising.

96' DEMOCRATIC NATIONAL CONVENTION

Volunteered for the DNC Production Staff as a field producer by
providing production support to supply news stations feed video of
speeches, interviews, and B-roll.



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