

Table 1

AGENCY	ROLE	CLIENTS/BRANDS/TITLES	DETAILS
GSD&M, in-house @ Austin	Agency Integrated Producer	Southwest Airlines & other misc.	In-house full time lead on SW airlines from conception through print/digital production & publication on full spectrum media. Worldwide creative sourcing & client presentations thereof including Photographers, DP's, CGI, Illustrators, Stock, etc. Hero production was highly secretive launch of SW's new plane design with heart on belly and new sleek campaign feel for which I managed triple bid process, bidding, budgets, legal, etc leading to Raleigh's Christopher Wilson award (just a fun coincidence that I had come to Austin from Raleigh at the time!). Overseeing and coordinating with Photo Rep and all prod parties was highly sensitive as the plane was to fly to shoot location secretly at night. I researched, sourced and "produced" such internal agency aspects including creative-appropriate runway/hangar in desert outside LA, security to span a mile outside boundaries to avoid any release of plane redesign, etc., where GSD&M (and I believe Y&R thereafter?) continued to shoot successive campaigns for years after my contract ended.
Rivers Agency, Chapel Hill	Agency Integrated Producer	F/S Cut & Color	In-house agency integrated producer at Woman-Strong Rivers Agency in Chapel Hill would be an understatement on this one! After acquiring FIS Cut & Color (good ol' Fantastic Sams) for a full rebrand, the NY State of Fashion and Beauty minds at Rivers brought me on to walk them through what a NY production looks and feels like from nuts to bolts. A previously strong PR agency, these creative beauties had the visions but not the experience nor manpower to know where to start, and they graciously put the keys in my hands. I acted as Account Manager, Producer and Post Producer created and proposing internal agency budgets, lead client-facing creative, budget, production outlook, DP & Photographer sourcing, Model casting/bookings with client in Dallas, all the Prod things for multiple shoots over a 3 year period as well as all post-production including intense retouching/media release schedules, broadcast editing, colorists, music, etc.
<a href="https://www.kreber.com/">Kreber, High Point https://www.kreber.com/</a>	Agency Integrated Producer, Producer, Casting Director, Location Manager... (full spectrum varying per project over 5 year period)	Electrolux, Bernhardt, Walmart, Sunbrella, Sealy, Kmart/Target Home...	Multiple in-house productions for High Point marketing and content agency and studios for a range of home design related brands. Productions ranged from in-house preproduction builds, coordination between sketch artists, art department, builders, engineers, and furniture/appliance client relations & logistics to Charlotte/Triad high end home location sourcing, multi-tasking anything goes producer/location manager/assistant director/PA facilitating tight/budget sensitive prods with full home interior switch-outs, etc
VIA	Agency Integrated Producer	Klondike	In-house integrated Producer for Klondike's new product line launch. Delicious worldwide search for ice cream/food/beverage DPs to collaborate and engineer stop-action capture and photography/CGI assets. While producing and casting awarded Paul Sirasalee shoot, conducted CGI/Illustrator sourcing, booking Alice Blue as well as worked with in-house retouchers and account services on previous asset reworking with new packaging, etc. Sourced and produced VoiceOver and Music as well as hand model casting, bookings and payroll. See Klondike page on <a href="http://loveprod.com">loveprod.com</a> for more!
VMLY&R, Kansas City	Agency Integrated Producer	Electrolux, Charlotte NC	Partnered with Agency art (Kansas City) and broadcast (ATL) Producers to source DP team (broadcast, oven appliance inside/door opening stop action) and Food Still Life Photography team for split studio at... Coordinated with ... for extensive set/art build of kitchen studio as well as food prep for 2 autonomous sets with their own specific lighting and styling needs.
VMLY&R, Kansas City	Agency Integrated Producer	Georgia Power, GA St Jude, Memphis Butterball, Raleigh Circle K Outdoor GiantsCLT	Partnered with Agency Art (Kansas City) and Broadcast (ATL) Producers to source 1. DP/Photography team for run n gun outdoor/electric line capture, in-facility internal interviews & worker in-action/machinery detail capture across state over 2 week period from Savannah to ATL to the mountains, booking local extraneous crew along the way. 2. Sourced & produced multiple DP/Photography teams to cohesively shoot congruently across St Jude campus (*during Covid where my Covid Compliance Officer hat was tight!). Acted as lead agency producer for 50+ personnel of crew manpower, agency and clients each overseeing separate hero lifestyle, facility employee portrait, and facility/lab details for a cohesive library of footage. Facilitated extensive post production schedules, retouching, colorizing, agency editing, etc. Produced multiple other campaigns after photographer's award, making location proposals based on each creative landing Butterball in Raleigh and Circle K in Charlotte, oversaw all budgets including agency costs & legal/account services direct integration, ran full budget/production through each DP/Photography/Drone team, post production...
White Orange, High Point <a href="https://wopro.co/">https://wopro.co/</a>	Agency Integrated Producer & Casting Director	Old Dominion and more	Integrated Producer & Casting Director for multiple clients in High Point's niche market and all their Home Sweet Home products and clients. In addition to producing in-house studio builds/productions and on-location prods, I was the casting director for multiple Old Dominion broadcast spots, running full casting and callbacks in-studio with audio/visual media production in-house of client audition submissions as well as SAG/AFTRA, talent legal/contracts, and payroll processes. <b>White Orange Productions is an agile photography and video resource focused on capturing stunning imagery through the balance of impeccable craft and creative vision. Whether on location or in their 35,000 square foot studio, the team at White Orange brings considerable experience to bear on every project. Regardless of the context or category, we pursue unique solutions tailored to the needs of a diverse clientele. It's a passion.</b>
Multiple agencies/clients within Greensboro/High Point/Winston Salem Interiors/Home Design market.	Photo Rep/Producer (see SVB drop down on site for creative consult/editing of all visual assets, promo and marketing efforts including SVB.com, blog, promos, agency/client relations, etc.)	Bernhardt (contract for all print content/rebranding), HomeSense, Burts Bees, Eating Well, Our State, Food & Wine, Vivian Howard restaurateur cookbook, see SVB on site.	In-house rep & producer for Queen of all things Beautiful, Stacey Van Berkel. Ran all marketing and creative direction including design/edit of <a href="http://staceyanberkelphotography.com">staceyanberkelphotography.com</a> , client relations, multimedia promotions, bidding, booking, production and post production of awarded jobs. Artist development tapping into the interior/architecture/still life market with an elevated old-school dedication and quality. Productions, most often with clients & agencies within the Triad home market, were
Richards Group	Producer	Del Webb	Multi-tier line producer for Pulte/Centex/Del Webb adult community lifestyle, interior and resort amenity full spectrum capture by Greensboro's Stacey Van Berkel. Targeted casting of Senior lifestyle talent and integration of Art/Set Dressing strong crew and logistics thereof within complex neighborhood communities interior/exterior of homes and all resort-like amenities and structures fluidly with "library like" high-output but with a campaign quality and Richard's Group worthy production with all the bells and whistles of
Element Prod	Integrated Producer	Cordura 360	Full production for military grade fabric products taken to the limit with Asheville adventures from motorcycles on the Blue Ridge Parkway to mountain extreme biking on the peaks! Acted as agency/photographer producer integrating with client directly for