

LAUREN ASHTON

• P R O D U C E R •

ABOUT ME

A seasoned producer with 13 years of experience spanning advertising, broadcast TV, and live events, I bring creative vision and operational precision to every project. Currently freelancing as an agency producer at Klick Health, I oversee broadcast and digital content from concept to delivery. I'm a natural storyteller who leads with curiosity, earns trust through meticulous attention to detail, and consistently finds the unexpected angle that makes work memorable.

EDUCATION

Bachelor of Arts (Sociology, Communications & Economics), McGill University, 2012

AGENCY WORK

Freelance Producer

Klick Health (2022 - Current)

- Manages the entire production process in partnership with the client, creatives, account team and sees the project through from idea to execution.
- Has managed up to 4.8-million-dollar production budgets
- Notable work for clients such as; Merck, Endo Pharmaceuticals, Aurinia and Biohaven

Freelance Producer

Wild and Light Studio (2017 - 2018)

- Produced commercial spots for Lego, BMO, NFL, Leon's Furniture & Diabetes Canada
- Served as project manager for all phases of the production process. Including; client acquisition, pitching, development, casting, pre-production, production, post-production, and delivery.
- Managed production budgets of \$200k+ to ensure proper revenue flow
- Worked alongside the Executive Producer to develop company strategy as well as branding strategies for client campaigns

Account Executive

Momentum Worldwide (Contract: 06/2016 – 08/2016)

- Managed experiential marketing account for Sonnet Insurance
- Coordinated partnerships and executed activations with Toronto Blue Jays & Osheaga Music Festival

TELEVISION CREDITS

Story Producer – Styled (HGTV)

Season 1 – Great Pacific Media – EP: David Way, SP: Scott Lindsay

Casting Producer – Catfish: The TV Show - Catfish comes to Canada (MTV)

Season 1 - Real People Casting – CD: Jon Sufrin

Story Producer – 40-Year-Old Property Virgin (HGTV)

Season 1 – Buck Productions – EP: Sean Buckley, SP: Thomas Chenoweth

Story Producer – Save My Reno (HGTV)

Season 3 – Great Pacific Media – EP: David Way and Dana Johl, SP: Thomas Chenoweth

Associate Producer/Casting Producer– Unboxed with Nikki Chu (aspireTV)

Season 2 – Our House Media – EP: Vibika Bianchi, SP: Christle Leonard

Assistant Director – Save My Reno (HGTV)

Season 2 – Great Pacific Media – EP: David Way, SP: Suzi Choueiri, Director: Peter Iglezos

Assistant Director – Save My Reno (HGTV)

Season 1 – Great Pacific Media – EP: David Way, SP: Christle Leonard, Director: D’Arcy Butler and Cheryl Zalameda

Set Production Assistant – Game of Homes (W Network)

Season 2 – Great Pacific Media – Director: D’Arcy Butler

P R I N T C R E D I T S

Casting Producer - American Express Business Gold Rewards ‘Go Getter’ Campaign

Real People Casting – CD: Jon Sufrin

L I V E E V E N T C R E D I T S

Production Coordinator - TO2015 Pan Am & Para Pan Am Opening and Closing Ceremonies

BaAM Productions – EP: Michael Shann

Sponsorship Coordinator – "We Day"

Free The Children (01/2014 – 08/2014)

- Coordinated sponsorship activation and relationship management of major corporate partnerships
- Oversaw and sustained the health and success of 20+ partner portfolios
- Responsible for ideation and execution of partner programs and events

Event Coordinator

Managing Matters (2013 – 2014)

- Responsible for coordinating full-scale events for both corporate and not-for-profit clients, managing all aspects. Including; conceptualization, planning, execution, post-event support, and reporting.
- Managed and executed a diverse array of events, such as; multi-day conferences, golf tournaments, professional development events, networking receptions, and corporate retreats (up to 4000 attendees).