

## **Rondell J. Wescott**

### **Executive Producer**

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Expert media professional with 19+ years of domestic and international production experience. Skillful at crafting and executing all forms of production, including film, print, digital, social, experiential and AR/VR.

Creatively driven. Detail oriented. Football fan. CrossFit fanatic.

#### ***Translation, New York* | 2021 - Present**

##### **Executive Producer**

- ⇒ Overseeing day-to-day production operations for the agency's largest account, AT&T.
- ⇒ Forecasting and scoping for all upcoming production work and ensuring the proper resources are in place as needed.
- ⇒ Proactively leading a team of 11 producers and working closely with them to ensure all production assets are delivered at the highest level of quality and craft.
- ⇒ Actively producing projects while interfacing and working directly with clients as their main point of contact throughout the production process.

#### ***GREY NY / Townhouse, New York***

##### **VP, Executive Integrated Producer** | 2019 – 2021

##### **VP, Senior Integrated Producer** | 2016 - 2019

- ⇒ Produced complex, global integrated campaigns for our largest clients, including Marriott, Volvo and Procter & Gamble, with production budgets up to \$6MM.
- ⇒ Solely managed and oversaw all production for Febreze, Lindt Chocolates, Armand De Brignac Champagne and Discover.
- ⇒ Supervised and coached a team of 3 producers, who were direct reports.
- ⇒ Created and built scopes of work, production plans and production strategies that delivered work within proposed timing and budgetary parameters.

#### ***Leo Burnett Group, New York* | 2012 – 2016**

##### **Senior Producer**

- ⇒ Produced an array of content, across multiple media platforms, for Chobani, Avis Budget Group, NBC Universal, Voya Financial and Fifth Third Bank.
- ⇒ Established agendas and ran effective, informative project meetings so clients and internal/external teams were informed and ready to complete tasks when needed.
- ⇒ Worked with the CEO and senior-level management to source new business opportunities for the agency and ultimately, produced material for the pitch process.

#### ***Havas Worldwide, New York* | 2007 – 2012**

##### **Integrated Producer**

- ⇒ Produced broadcast and digital content for ExxonMobil, Dr. Scholl's, Claritin, Coppertone, Lysol, Woolite and Airwick.

#### ***GREY NY, New York* | 2003 – 2007**

##### **Associate Broadcast Producer**

- ⇒ Produced broadcast spots, re-edits, animatics and sizzle films for Pantene, Downy, Febreze, Pringles, Smuckers and Olive Garden.

#### **AWARDS & ACCOMPLISHMENTS**

- ⇒ 2 Silver Lions + 16 Shortlists at The Cannes Lions International Festival of Creativity
- ⇒ Gold, Silver and Bronze at One Show
- ⇒ Gold at The International Andy Awards
- ⇒ 3 Silver Anthem Awards
- ⇒ 2 AICP Show Awards
- ⇒ 2 Silver Clio Awards
- ⇒ 2 New York Festivals Advertising Awards
- ⇒ 1 Graphite Pencil at D&AD
- ⇒ 1 Effie Award
- ⇒ 1 Webby Award

#### **EDUCATION**

**Hofstra University** | Hempstead, NY

Bachelor of Arts, TV/Video Production