

## **Rondell J. Wescott**

### **Executive Producer**

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Expert media professional with 20+ years of domestic and international production experience. Skillful at crafting and executing all forms of content, including film, print, social/digital, live activations, experiences and AR/VR.

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

#### **Google (New York, NY) | 2022 – Present**

##### ***Creative Production Lead, Google Cloud***

- ⇒ Leading, inspiring and motivating a diverse group of producers and designers to deliver effective and award-worthy work for the Google Cloud brand.
- ⇒ Defining tactical requirements and scope for projects while helping to reinforce production best practices from creative briefing to launch.
- ⇒ Partnering collaboratively with other Marketing teams and cross-functional groups at Google Cloud (i.e., Product Marketing, Demand and Growth) during all phases of production.

#### **Translation (Brooklyn, NY) | 2021 - 2022**

##### ***Executive Producer***

- ⇒ Oversaw day-to-day production operations for the agency's largest account, AT&T.
- ⇒ Forecast and scoped for all incoming production work and ensured the proper production resources were in place as needed.
- ⇒ Proactively lead a team of 11 producers and worked closely with them to ensure all production assets were delivered at the highest level of quality and craft.

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

##### ***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.
- ⇒ Managed a team of 3 producers, who were direct reports.

#### **Leo Burnett Group (New York, NY) | 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.

#### **Havas Worldwide (New York, NY) | 2007 – 2012**

##### ***Integrated Producer***

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

#### **GREY NY (New York, NY) | 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, 1 Bronze Lion + 19 Shortlists at the Cannes Lions International Festival of Creativity
- ⇒ Gold, Silver and Bronze at One Show
- ⇒ 3 Silver Anthem Awards
- ⇒ 2 Gold International Andy Awards
- ⇒ 2 AICP Show Awards
- ⇒ 2 Silver Clio Awards
- ⇒ 2 New York Festivals Advertising Awards
- ⇒ 2 Wood Pencils + 1 Graphite Pencil at the D&AD Awards
- ⇒ 1 Gold + 1 Silver Effie Award
- ⇒ 1 Webby Award

#### **EDUCATION**

**Hofstra University** | Hempstead, NY  
Bachelor of Arts, TV/Video Production