

Rondell J. Wescott
VP, Integrated Producer

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New York City based media professional with 16+ years of production experience within the advertising and television industries. Creatively driven and detail oriented.
Football fan. CrossFit fanatic.

EXPERIENCE

GREY NY / Townhouse, New York | 2016 – Present

VP, Integrated Producer

- ⇒ Producing complex, global integrated campaigns, inclusive of broadcast, print and digital content, for one of our largest clients, Gillette.
- ⇒ Creating an overall production plan and production strategy that delivers work within the proposed timing and budgetary parameters, with limited guidance from a direct supervisor.
- ⇒ Managing multiple projects simultaneously while being able to prioritize and ensure timely completion of deliverables.
- ⇒ Partnering with creative teams to deliver upon their vision while adhering to schedule and financial restraints.
- ⇒ Interfacing with clients and working closely with their teams to ensure production needs are met while offering creative solutions for each project.
- ⇒ Independently manage production budgets ranging from \$50K to \$6MM.
- ⇒ Source and manage multiple external vendors and partners during production.
- ⇒ Training and mentoring mid-level and junior producers.

Leo Burnett Group, New York | 2012 – 2016

Senior Producer

- ⇒ Producing an array of content, across multiple media platforms, for various clients including Chobani, Avis Budget Group, NBC Universal, Voya Financial and Fifth Third Bank.
- ⇒ Responsible for content creation, developing project budgets and coordinating with all internal teams involved with the production process: account management, creative, strategy, business affairs and legal.
- ⇒ Securing and collaborating closely with external vendors to ensure all production work and final creative products remain within scope and are delivered at the highest quality.
- ⇒ Establishing agendas and running effective, informative project meetings so clients and internal teams are informed and ready to execute when needed.
- ⇒ Interfacing directly with our clients to ensure final production deliverables are maximizing their intended message.
- ⇒ Actively working with the CEO and senior level management to source new business opportunities for the agency and ultimately producing videos and other related material during the pitch process.

Havas Worldwide, New York | 2007 – 2012

Integrated Producer

- ⇒ Producing broadcast and digital content for ExxonMobil, Dr. Scholl's, Claritin, Coppertone, Lysol, Woolite and Airwick.
- ⇒ Working with clients and internal teams to define and achieve overall project goals.
- ⇒ Overseeing the efficient and quality production of project deliverables.
- ⇒ Developing timelines and ensuring milestones are met.
- ⇒ Raising changes to scope, budget and timing and communicating to the larger teams the impact of those changes on the overall production.
- ⇒ Planning and securing the appropriate resources throughout the lifecycle of a production project.

GREY NY, New York | 2003 – 2007

Associate Broadcast Producer

- ⇒ Producing TV commercials, re-edits, animatics, sizzle films and radio spots for Pantene, Downy, Febreze, Pringles, Smuckers and Olive Garden.
- ⇒ Partnering with all necessary departments (producers, studio, production and account management) to develop scopes of work for various projects.
- ⇒ Working with Integrated and Senior Producers to develop small-scale project estimates and timelines.
- ⇒ Responsible for the maintenance of department status reports and helping teams prepare for weekly status meetings.
- ⇒ Providing key administrative support to the department and Head of Production, as needed.

EDUCATION

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