

Rondell J. Wescott
VP, Executive Integrated Producer
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Expert media professional with 17+ years of domestic and international production experience. Skillful at crafting and executing all forms of production, including print, digital, social and film content, music videos and global television ad campaigns. Creatively driven and detail oriented. Football fan. Cross-training fanatic.

GREY NY / Townhouse, New York

VP, Executive Integrated Producer | 2018 – Present

VP, Senior Integrated Producer | 2016 - 2018

- ⇒ Produce complex, global integrated campaigns for our largest clients, including Marriott, Volvo and Gillette. In addition, solely manage and oversee all production for Febreze, Lindt Chocolates, Armand De Brignac Champagne and Discover.
- ⇒ Supervise and coach a team of 3 producers, who are direct reports.
- ⇒ Create and build scopes of work, production plans and production strategies that delivers work within proposed timing and budgetary parameters.
- ⇒ Interface directly and work diligently with clients as their direct point of contact throughout the production process.
- ⇒ Manage both small and large production budgets, ranging from \$50K to \$6MM.

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.
- ⇒ Responsible for content creation, project budgets and coordination with all internal teams involved with the production process: account management, creative, strategy, business affairs, legal.
- ⇒ Secured and collaborated with external vendors to ensure all production work and final creative deliverables were executed at the highest quality while remaining within scope.
- ⇒ Established agendas and ran effective, informative project meetings so clients and internal/external teams are informed and ready to complete tasks when needed.
- ⇒ Actively 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.
- ⇒ Worked with clients and internal teams to define and achieve overall project goals.
- ⇒ Oversaw the efficient and quality production of project deliverables.

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

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

EDUCATION

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