LAUREN ZIFFER

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**EXPERIENCE**

***Ogilvy & Mather-New York, NY***

EXECUTVE PRODUCER OF CONTENT-FREELANCE 2018-2020

SENIOR PRODUCER OF CONTENT-FREELANCE 2014-2018

Produced range of content with multiplatform deliverables including: broadcast, digital,

radio, stills, social and experiential. Responsible for all aspects of content production for small

and large scale budgets: concepting, scoping, scheduling, talent and vendor negotiations, shoot,

edit, VFX, music and final delivery. Managed and supported development of junior producers.

Clients: Comcast, AMEX, Cisco, UPS, Tiffany, Lenovo, iShares, IBM

***Deutsch Inc.- New York, NY***

VP, EXECUTIVE PRODUCER 2012 – 2014

VP, SENIOR PRODUCER 2006 – 2011

PRODUCER 2002 – 2006

ASSOCIATE PRODUCER 2000 – 2002

Lead productions for national and global campaigns. Managed projects across an array of

traditional and non-traditional media. Supervised and mentored junior producers.

Clients: Microsoft, Milk, PNC Bank, Revlon, Pier 1 Imports, IKEA, Unilever, Novartis,

Almay, Tylenol, LensCrafters, Perdue Farms and The Big Idea with Donny Deutsch.

BROADCAST BUSINESS MANAGER 1998 – 2000

Prepared television and radio estimates for Broadcast Production. Negotiated talent,

footage, and music contracts for on-air usage. Tracked spots for residual usage.

***Grey Advertising -New York, NY***

ASSISTANT ACCOUNT EXECUTIVE 1996 –1998

Clients: Slim Fast Foods Inc, Krups

**EDUCATION**

University of Florida, Gainesville, Florida 1991-1995

Bachelor of Science and Arts in Advertising

Outside Concentration: Spanish

International Institute 1994

Madrid, Spain