



CONTACT



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<https://www.linkedin.com/in/catfinkendaedt/>

EDUCATION

Bachelor of Arts
Hampshire College
Amherst MA

O & A Levels
St Margarets
Bushey Watford UK

EXPERTISE

Project Management

Leadership/Communication Skills

Pitching + Bidding Strategies

Risk Management

Multiplatform Production Packaging

Budgeting + Resource Management

Business Ops + Organization

Strategic Planning

Team Player

Catherine Finkendaedt

EXECUTIVE & SENIOR PRODUCER

PROFESSIONAL PROFILE

Over 30 years of domestic and international expertise in production, content creation and post production management. Accomplished hands on Executive Producer with a strong portfolio of production successes orchestrating the start up, growth and optimization of diverse businesses within the entertainment field. Strong business development skills with a proven track record of targeting and acquiring new business growth and expansion of client bases. Ability to combine advanced business expertise with creative solutions. A collaborative team member who relishes in problem solving.

EXPERIENCE

SENIOR AGENCY PRODUCER

Cisco Systems, Inc 2021-Present

Responsible for prioritizing and managing a multitude of projects while ensuring the work meets agency standards and client objectives. Establishing, managing, and clearly communicating overall timelines, project deliverables and resourcing needs, including creating RFPs and awarding projects to directors and production partners. Identifying and troubleshooting communication gaps, logistical, scheduling challenges, navigate competing priorities, allocate resources appropriately, and mitigate associated challenges.

MANAGER/EXECUTIVE DIRECTOR

We Are Direct 2020-2021

Created a platform to market and manage a roster of curated Freelance Directors. Sourcing and securing creative talent to provide a resource for ad agencies/clients and agency in house production companies. The goal was to create a high level creative offering that addressed the growing pool of freelance talent and harness it to create integrity around the concept of freelance directing talent. Managed all aspects of creating and growing a business model – website creation, social media, marketing, budgeting for projects and personnel management.

EXECUTIVE PRODUCER

Slim Pictures 2016-2021

Responsible for building company brand, recruiting talent for both production and post production and supervision of all areas of pre and post production for commercials, web-i-sodes, and direct to client. Managed agency and client base-maintaining relationships key to core business. Sourced and managed new creative talent. Hired and Managed freelance production personnel. Supervised all aspects of production production actuals. Maintained compliance with all unions. Developed successful direct to client projects. Developed and maintained new and existing client and agency contacts.

EXECUTIVE PRODUCER

Go Film 2006-2015

Supervised all areas of Production and post. Developed and grew "content" division, GOON MEIDA, LLC. For ten years ran day to day production operations; including: hiring office and freelance personnel, budgeting and overseeing projects, supervision of all production and post. Recruiting directors and managing commercial careers which included advise on projects, help with creative pitches. Worked to help grow the company and its offerings to agencies & clients.



Catherine Finkenzaedt

EXECUTIVE PRODUCER

TECHNICAL SKILLS

Microsoft Office Suite

Mac OS

AICP Budget

Hot Budget Templates

Sharepoint Suite

EXTRA

AFFILIATIONS

Music Video Production
Association
President

Association of Independent
Commercial Producers

CAUSES

Animal Welfare, Arts and Culture,
Civil Rights and Social Action,
Economic Empowerment,
Environment, Poverty Alleviation,
Human Rights

INTERESTS

Reading

Photography

Sailing

Traveling

Dogs!

EXPERIENCE continued

EXECUTIVE PRODUCER

RSA-Black Dog Films
Propaganda Films
A Band Apart

FREELANCE PRODUCER

Produced **over 200** commercials and music videos both domestically and internationally.

Familiar with international production.

A list of jobs, countries of experience, directors and companies is available upon request.

A proven team leader and delegator.

Excellent written and verbal communication skills with a creative eye for visual reference.

Organized and able to work on simultaneous projects with diverse personalities with ease.

Skilled negotiator.

REFERENCES

TOM WEISSFERDT

Managing Director/Owner
Slim Pictures
310 663 6059
tom@slimpictures.com

KIM DELLARA

Executive Producer/Partner
Hungry Man
310 500 5516
Kim@hungryman.com

SHANNON HORAN MURPHY

Executive Producer
Cisco Systems
310 399 5252
shoranmu@cisco.com

GARY ROSE

Managing Director/Owner
GO Film
213 718 2727
gary@gofilm.net