


PROFILE


Production journey leader, internal point-person, client-facing hand-holder of advertising and marketing initiatives including live action, content, influencer, web, mobile, digital, and experiences. Recognized for meticulous project execution at scale, and specializing in crafting efficiencies to streamline projects, including budget management, scheduling, and innovative execution. Viewed as a strategic partner in production planning, a guiding voice onset and in post-production. Total team player, and contributor to exceeding expectations. Experience in Automotive, Retail, Technology, and Hospitality industries with a track record of results.

SKILLS

- Broadcast/Photography
- Digital/Social/Web/OLA
- Budget Plan & Strategy
- Schedule Maker & Keeper
- Vendor Management
- Creative Direction Support
- Client Engagement
- Media Usage Policy
- SAG/Non-Union/Real-People Talent
- Music Rights & Licensing

EDUCATION

 Bachelor of Arts, Economics and Policy | Michigan State University

 Semester in Florence, Italy | Florida State University

MORE ABOUT ME

- Lover of Laughter
- Pop-Culture Junkie
- Sports, but art and music too!
- Poker Strategist
- Go-To Candy: Licorice
- I'll pet your dog

PROFESSIONAL EXPERIENCE

2022-Present | **Account Director, Creative Director, Head of Production**



HELLO AGAIN GROUP *Clients: Macomb Law Group, CJ Barrymore's, Lori Goldman RE*

- Developed and maintained strong relationships with clients, understanding their needs and providing tailored solutions.
- Demonstrated expertise in building and optimizing YouTube channels, utilizing proven strategies to maximize audience engagement, subscriptions, and content visibility.

2022-Present | **Freelance Producer (Long-Term 2022 and 2023)**



Tombras - Knoxville, TN *Clients: Real Truck, PGA Tour SuperStore, Zaxby's*

- Demonstrated exceptional adaptability and problem-solving skills, seamlessly stepping into an established project.
- Successfully led creative brainstorming sessions, generating innovative ideas and concepts to meet clients' unique needs and objectives.
- Consistently met deadlines, managed multiple projects simultaneously, and efficiently allocated resources.

2013-2022 | **Senior Integrated Producer**



GTB - Dearborn, MI *Clients: Ford Motor Company and Purina*

- Built comprehensive production plans and strategies, effectively managing a yearly production budget of \$5M+ to optimize resources and maximize ROI.
- Created engaging vehicle content that explained product features, highlighted competitive advantages, and incorporated employee and customer testimonials.

2012-2013 | **Senior Interactive Producer**



Leo Burnett - Troy, MI *Clients: General Motors Certified Service*

- Managed multiple projects simultaneously, efficiently prioritizing tasks and meeting strict deadlines during the fast-paced full site redesign.

2010-2012 | **Interactive Producer**



Goodby, Silverstein & Partners - Detroit, MI *Clients: Chevrolet*

- Oversaw the coordination and execution of website content changes, including product information, pricing, imagery, and promotional campaigns, aligning with the MYCO timelines.

2002-2010 | **Integrated Producer/Account Coordinator**



Doner (previously Team Detroit) *Clients: Six Flags, Minute Maid, Bush's*

- Assisted in Mr. Six campaign launch, on-set for shoot, and responsible for post-production including customizations of footage and offers