

LIZ MACKE

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SUMMARY

Versatile production pro seeking a role in narrative entertainment with focus on efficient and elegant solutions to tell great stories. Experienced in production methodologies across series, interactive and commercial projects for young and adult audiences with strengths in stakeholder communication, collaboration, complexity management, scenario forecasting, mentorship and creative solutions.

EXPERIENCE

Freelance Producer

Self-Employed | Atlanta, GA

06/2024 - Current

End-to-end project management for marketing and narrative campaigns

Sourcing creative teams and facilitate asset hand-offs, stakeholder communication and scope requirements

Consultation on pipelines, creative development, budget management and production best practices

Line Producer

Nickelodeon Animation Studios - Network | Burbank, CA / Remote

12/2021 – 06/2024

Supervise 20-episode animated series across multiple time zones from pre to post, guiding series budget and schedule, cross-team coordination, milestone tracking, accounting and executive reporting

Identify scheduling and cost risks via detailed measurables tracking and implement solutions ahead of roadblocks

Integrate all network standards into production and ensure timely, on-spec delivery

Senior Producer

Awesome Incorporated – Creative Agency & Studio | Atlanta, GA

05/2018 – 03/2021

Interpret creative briefs and RFPs, draft project bid, schedule and resources for multimedia promos, narrative animated series, music videos, game trailers and sponsored content from script to mastering, including complete audio services

Design and implement custom animation pipelines for traditional and rigged 2D, motion graphics, 3D and VFX

Manage client relationships, facilitate feedback, collaborate with creative director and executive producers on execution

Creative Producer

Primal Screen – Creative Agency | Atlanta, GA

10/2015 – 05/2018

Interactive Project Lead for 3-year overhaul of HTML5 curriculum content, managing 30-person in-house team of storyboard artists, illustrators, designers, animators, audio engineers and game developers

Direct communication for client and internal team collaboration to ensure creative and technical vision align

Monitor and report cost implications, project status, and productivity

Spearhead QC of thousands of deliverables to ensure 100% compliance with demanding technical requirements

Producer

Adult Swim Digital & Games – Network | Atlanta, GA

12/2007 – 06/2015

Supervise budget and personnel, including graphic designers, writers, editors, production, voiceover talent and technical staff, for all digital initiatives encompassing SVOD, web and mobile games, live streaming, e-commerce and digital UX
Digital liaison for Legal, Standards & Practices, PR, Marketing and Programming departments on all network priorities
Document and conduct training for production processes, production tracking software and asset management tools
Manage talent and external vendors, including contract negotiation, facility booking, invoicing and accounting
Collaborate with legal, PR, marketing and programming departments to support network priorities

EDUCATION

Bachelor of Science, Communications

University of North Florida | Jacksonville, FL

05/2004

SKILLS

- Defining project specifications, strategic planning for resources, budget and timelines
- Narrative audio production, including casting, VO scheduling and recording, sound design, mix and delivery
- Deep understanding of pipelines for animation, motion graphics, digital products and brand extensions
- Verbal and written stakeholder communication, cross-team collaboration, proofreading and clarity
- Budgeting, cost reduction, and milestone tracking for executive reporting
- Forecasting scenarios and triage for evolving requirements
- Exceptional organization skills, multi-tasking and priority assessment for high-volume projects
- Investigative QC and technical documentation for process improvement

SOFTWARE

Wrike, Basecamp, JIRA, Confluence, Filemaker Pro, Trello, Monday, Shotgrid, ftrack, frame.io, Lucid, Microsoft Office, Word, Excel, Powerpoint, OneNote, Sharepoint, G Suite, Adobe Creative Suite including Photoshop, Audition, Media Encoder, Acrobat, Movie Magic Budgeting, Ariba, Concur, Airtable, Slack, Teams, Zoom, FTP, Aspera, Wordpress, Canva, Harvest, 10000 Ft, Mailchimp Email Platform, OBS

ADDITIONAL EXPERIENCE

Co-Founder

Women in Animation: Atlanta Collective | 2023 – Current

Executive Producer and Story Editor

Dark Ages narrative podcast | 2017 – Current

General Manager and Music Director

WOSP Osprey Radio | 2001 – 2004

ABOUT LIZ

Liz is a tech-savvy, patient and humorous producer accustomed to high octane environments, working with all personality types and seeing the forest for the trees. She isn't afraid to jump into the unknown to find the loose cog, mediate difficult conversations or lend a hand when the team is in the weeds. She also loves a good three-point list.