

LIZ MACKE

liz@lizmacke.com | <https://www.linkedin.com/in/lizmacke/> | 404.790.1209 | www.lizmacke.com

SUMMARY

Creative production pro with a knack for using small resources to tell great stories. 18 years of experience developing, managing and launching unique, compelling content for streaming, games and linear broadcast. Expert in production pipelines, communication and relationship management, mentorship and team support.

EXPERIENCE

Freelance Producer

Self-Employed | Atlanta, GA

06/2024 - Current

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

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

Draft and execute project budget and schedules to ensure delivery on time, on budget and on spec

Line Producer

Nickelodeon Animation Studios - Network | Burbank, CA / Remote

12/2021 – 06/2024

Supervise 20-episode animated series, overseeing series budget, major milestones, multiple time zone scheduling, team task management and executive reporting from pre- to post-production for 2D/ CG hybrid pipeline

Proven track record of identifying and mitigating risk, with proactive problem-solving for time and cost savings

Deliver all production elements meet network specifications and according to delivery strategy

Mentor group of eight production managers on soft skills, budget building and general finance principles

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

Oversee simultaneous large-, medium- and small-scale projects for high-profile entertainment clients

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

Client point of contact for 3-year overhaul of animated and interactive curriculum content and manage 30-person in-house team of storyboard artists, illustrators, designers, animators, audio engineers and developers

Manage upstream and downstream communication for project requirements and ensure creative vision intact

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 department of 25, including graphic designers, writers, editors, production and developers, fostering a collaborative environment while empowering task ownership

Lead front- and back-end digital products including On Air marketing, social brand extensions, streaming video, game development and trailers, CMS creation, SEO, and website redesigns from project scope to final QC and deployment

Document and conduct training for production processes, production tracking software and asset management tools

Manage external vendors, including contracts, setup and invoicing, reconcile monthly and annual 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
- Deep understanding of pipelines for animation, motion graphics, digital products and brand extensions
- Verbal and written stakeholder communication, cross-team collaboration, proofreading and clarity
- Narrative audio production, including casting, VO scheduling and recording, sound design, mix and delivery
- 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, Google Suite, Gmail, Google Docs, Google Sheets, 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

ACHIEVEMENTS

Proven track record of bringing projects in on time and under budget at multiple studios

“The Boy, the Mole, the Fox and the Horse” – Best Animated Short, Oscar Academy Awards 2023

Atlanta Community Food Bank - Summer 2020 campaign "Hunger Monster"

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