

LIZ MACKE

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SUMMARY

Creative operations and production leader with 15+ years managing cross-functional teams, digital pipelines, and high-volume content portfolios across entertainment, games, and animation. Proven track record of building workflows, tracking milestones, managing vendors, and aligning creative, marketing, and production stakeholders. Deep experience in campaign operations, asset pipelines, studio collaboration, and process optimization—well aligned to fast-paced environments.

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, Workfront, Shotgrid, ftrack, frame.io, Lucid, Microsoft Office, Word, Excel, Powerpoint, OneNote, Sharepoint, Google Suite, Adobe Creative Suite including Photoshop, Audition, Media Encoder and Acrobat, Movie Magic Budgeting, Ariba, Concur, Airtable, Slack, Teams, Zoom, FTP, Aspera, Wordpress, Canva, Harvest, 10000 Ft, Mailchimp Email Platform, OBS

EXPERIENCE

Executive Producer

Self-Employed | Atlanta, GA

10/2017 - Current

Advise production team science-based animated pilot from concept through delivery

Co-founder and Event Lead for Women in Animation (WIA) Atlanta Collective

Develop, write and edit assigned scripts across two seasons of homegrown audio drama, Dark Ages

Consult with companies, student groups and societies on animation pipelines and best practices

End-to-end project management for interactive, branding and motion graphics campaigns including resource procurement, creative and fiscal alignment and client relationship

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

Mentor production managers on project conflicts, budget principles and relationship management
Integrate all network standards from support files to metadata 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

Direct budget, master schedule and 30+ personnel, including graphic designers, writers, editors, production, voiceover talent and technical staff, for all digital initiatives encompassing SVOD, games, live streaming, e-commerce and website

Digital liaison for Legal, Standards & Practices, PR, Marketing and Programming departments

Research and conduct on-camera interviews with network talent for behind-the-scenes content

Manage voice talent and external production vendors, including contracts, facility booking, schedules and invoices

EDUCATION

Bachelor of Science, Communications

University of North Florida | Jacksonville, FL

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.