

LIZ MACKE

liz@lizmacke.com | <https://www.linkedin.com/in/lizmacke/> | 404-790-1209 | www.lizmacke.com

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
- Audio production for narrative and promotional initiatives, including casting, VO scheduling, contracts, studio booking 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

Adobe WorkFront, Microsoft Office, G-Suite, Wrike, Basecamp, JIRA, Confluence, Filemaker Pro, Trello, Shotgrid, ftrack, frame.io, Adobe Creative Suite including Photoshop, Audition, Media Encoder and Acrobat, Movie Magic Budgeting, Ariba, Concur, Airtable, Slack, Zoom, FTP, Aspera, Wordpress, Figma, Harvest, 10000 Ft, Mailchimp Email Platform, OBS

EXPERIENCE

Creative Producer

Intuit Mailchimp | Atlanta, GA

3/2026 – Current

Lead cross-functional teams and secure alignment across brand stakeholders for paid media campaigns supporting all Intuit products

Plan production execution including deliverables, schedule, risk assessment and budget constraints

Collaborate with internal and third-party design, copy and development teams to ensure smooth, on-time deliveries

Executive Producer

Self-Employed | Atlanta, GA

6/2024 – 3/2026

End-to-end project management for interactive, branding and motion graphics campaigns

Production advisor for science-based animated pilot from script to 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

Line Producer

Nickelodeon Animation Studios - Network | Burbank, CA / Remote

12/2021 – 06/2024

Supervised network production staff and third-party animation studio for 20-episode 2D/CG hybrid series, delivering 4% under budget with all masters delivered on-spec with no staff attrition

Rigorously oversaw multimillion-dollar budget for project burn, foreign tax incentives and executive reporting

Mentored production managers on project conflicts, budget principles and relationship management

Senior Producer

Awesome Incorporated – Atlanta, GA

05/2018 – 03/2021

Drafted project bids, schedules and resources for multimedia promos, narrative animated series, music videos, game trailers and sponsored content from script to mastering, including complete audio services

Designed and implemented custom pipelines for traditional and rigged 2D, motion graphics, 3D and VFX

Delivered 2D animated series 8% under budget through strategic assignment and operational efficiencies

Creative Producer

Primal Screen – Atlanta, GA

10/2015 – 05/2018

Interactive Project Lead for 3-year overhaul of HTML5 curriculum content for grades K-2, managing 30-person in-house team of storyboard artists, illustrators, designers, animators, audio engineers and web developers

Exceptional client management ensuring business retention for a further six quarters from initial project bid

Directed communication across client and internal teams to consistently align creative and technical visions

Monitored and reported weekly cost implications, project status, and productivity

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

Producer

Adult Swim Digital & Games – Atlanta, GA

12/2007 – 06/2015

Directed \$1MM+ operating budget as well as drafted and distributed master schedule for all digital initiatives

Drove growth of monthly unique users from 700k to 1 million over a period of four years through inventive and brand-aligned digital projects including exclusive behind the scenes content for Adult Swim shows, original live streaming series, sweepstakes and e-commerce, flash and mobile games, SVOD and OTT products

Oversaw resourcing and assignments for 15 full-time staff, 20+ freelancers and third-party technical vendors

Acted as digital liaison for Legal, Standards & Practices, PR, Marketing and Programming departments

Produced 30+ broadcast commercials from script to delivery driving revenue for mobile games

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.