

I AM MORE THAN JUST A PRODUCER.

DURING MY FIVE-YEAR CAREER AS A BROADCAST BUSINESS MANAGER, I LEARNED AND MASTERED THE BUSINESS ASPECTS OF COMMERCIAL PRODUCTION. MY KNOWLEDGE AND EXPERIENCE HAVE PROVEN TO BE IMMEASURABLE ASSETS AS I VENTURE TO THE OTHER SIDE OF THE PRODUCTION PROCESS. BECAUSE OF THIS, I AM MORE THAN JUST A PRODUCER.

WORK HISTORY

2007 - PRESENT ASSOCIATE BROADCAST PRODUCER, GSD&M'S IDEA CITY

- PRODUCE TELEVISION AND RADIO SPOTS WITHIN THE SCOPE OF SPECIFIC TIMELINES AND BUDGETS.
- WORK CLOSELY WITH CREATIVES AND ACCOUNT SERVICE TO PLAN AND DEVELOP PROJECTS FROM INCEPTION.
- MONITOR AND FACILITATE THE DAY-TO-DAY DETAILS OF MULTIPLE TELEVISION AND RADIO PRODUCTIONS.
- MANAGE BOTH CLIENT AND CREATIVE EXPECTATIONS ON EACH PROJECT.
- ASSIST IN THE PRODUCTION OF SEVEN FIGURE TELEVISION CAMPAIGNS.

PRODUCE TELEVISION AND RADIO SPOTS FOR MAJOR CLIENTS SUCH AS SOUTHWEST AIRLINES, NORWEGIAN CRUISE LINE, HD RADIO, AARP, BMW, U.S. AIR FORCE, KOHLER, AT&T AND WORLD MARKET AS WELL AS PRODUCE VIDEOS FOR NEW BUSINESS PITCHES.

2002 - 2007 BROADCAST BUSINESS MANAGER, GSD&M ADVERTISING

- ATTENDED TELEVISION SHOOTS IN ORDER TO ENSURE TALENT COUNT REMAINED PER PRODUCTION ESTIMATE AS WELL AS FLAGGED ANY POTENTIAL SAG/AFTRA, NETWORK CLEARANCE AND LEGAL ISSUES.
- ENSURED AGENCY'S COMPLIANCE WITH ALL SAG/AFTRA UNION RULES BEFORE, DURING AND AFTER PRODUCTION.
- PROCESSED COMPLEX PAYMENT SCHEDULES FOR ALL TALENT THROUGHOUT THE LIFE OF A BROADCAST COMMERCIAL.
- PREPARED BROADCAST TALENT ESTIMATES AND FORECASTED TALENT RESIDUALS PER CLIENT'S FISCAL YEAR.
- MADE APPROPRIATE PAYMENTS TO ALL PARTIES INVOLVED IN THE PRODUCTION OF BROADCAST COMMERCIALS, INCLUDING PRODUCTION COMPANIES, EDITORIAL HOUSES, GRAPHIC COMPANIES, ETC. THEN ACTUALIZED ALL PRODUCTION COSTS AFTER JOB WRAPPED.
- ACTED AS LIAISON BETWEEN AGENCY AND TALENT UNIONS, TALENT AGENTS, MUSIC PUBLISHERS AND LAWYERS.
- LICENSED ALL INTELLECTUAL PROPERTIES AND LEGAL CLEARANCES ASSOCIATED WITH BROADCAST SPOTS.
- OBTAINED CLEARANCE FROM NATIONAL TELEVISION/RADIO STANDARDS AND PRACTICES DEPARTMENTS.
- TRAINED INCOMING ACCOUNT EXECUTIVES ON BROADCAST PROCEDURES, UNION CONTRACT REGULATIONS AND RESIDUAL PAYMENT STRUCTURES.

MANAGED MAJOR ACCOUNTS, INCLUDING: WAL-MART, SOUTHWEST AIRLINES, CHILI'S GRILL & BAR, NORWEGIAN CRUISE LINE, AT&T, BMW, SAM'S CLUB, ROMANO'S MACARONI GRILL, ON THE BORDER AND CHARLES SCHWAB.

1999 - 2002 BROADCAST DUB COORDINATOR, GSD&M ADVERTISING

- TRAFFICKED TELEVISION AND RADIO SPOTS TO APPROPRIATE NETWORK & AFFILIATE STATIONS.
- UPDATED AND ISSUED SPOT NUMBERS (ISCI CODES) FOR NEW TELEVISION AND RADIO COMMERCIALS.
- CREATED PURCHASE ORDERS FOR BROADCAST DUB REQUESTS THEN ENTERED THEM INTO OUR ACCOUNTING SYSTEM FOR BILLING PURPOSES.
- APPROVED INVOICES FROM VENDORS AND INVESTIGATED DISCREPANCIES.
- MAINTAINED EXCEL SPREADSHEET FOR CLIENT'S BROADCAST EXPENDITURES AND PROVIDED BROADCAST ESTIMATES AS WELL AS PROOFS OF DELIVERIES (PODS) TO ACCOUNT SERVICE AND MEDIA PLANNING TEAMS.

EDUCATION

- 1994 - 1999 - UNIVERSITY OF TEXAS AT AUSTIN
 - ~ BACHELOR OF ARTS - ADVERTISING
 - ~ BACHELOR OF SCIENCE - RADIO-TELEVISION-FILM PRODUCTION
 - ~ MINOR IN SPANISH
- FLUENT IN BOTH SPOKEN AND WRITTEN SPANISH
- ANA ADVERTISING AND LAW SEMINARS 2006 AND 2007

REFERENCES AVAILABLE UPON REQUEST.