

SUMMARY

With a focus in automotive product management and content production, I have served as a cross-functional consultant to advertising agencies and their OEM clients throughout my career. As a subject matter expert and product champion, I have extensive experience managing copious amounts of product information and strategy. I am frequently found leveraging my affable style to collaborate with creative, legal and business affairs teams to ensure vehicles are filmed safely and depicted true to product in all types of media. Having served in key roles on the **launch of many breakthrough new vehicle technologies**, coupled with **extensive video production experience in over 14 countries** has equipped me with a unique understanding of automotive advertising that is centered around the product's role at every phase.

WORK EXPERIENCE**EDUCATION**

Bachelor of Science

Biology

Bachelor of Arts

Psychology

Eastern Nazarene College

Quincy, MA

I'VE WORKED WITH

Radical Media | McLaren | Subaru

Dante Ariola | Michel Gondry

Joe Kosinski | BSSP | Rian Johnson

Hungry Man | Bryan Buckley

Kit Herrington | The Mill | MPC

Audi | Smuggler | Alex Grossman

Volkswagen | Amazon | Kia

Coca-Cola | Mitsubishi | Prettybird

Lime | Max Malkin | Hank Corwin

Steph Curry | Ryan Reynolds | MJZ

Samuel Bayer | Christy Brinkley

Jeff Zwart | Hyundai | Simon Crane

Nicolai Fuglsig | Mark Romanek

Antoine Bardou-Jacquet | Nissan

Janusz Kaminski | Land Rover

& MANY MORE**CORE STRENGTHS**

Creative first, positive outlook

Video & photography production

Interpersonal communication

Vendor management

Automotive product specialist

Team leadership

Detail orientated

Managing conflicting relationships

Car prep and logistics

Client relations

AREAS OF PROFICIENCY

Remote based work

Autonomous vehicle technology

Overseas video production

Electric vehicle technology

Large Running footage packages

Post production

Google Suite

PRODUCT ADVISORS**PRODUCT CONSULTANT & PRODUCER (FREELANCE) 2018 – Present**

- Lead of consultancy specializing exclusively in automotive advertising product and production support
- Consultant providing product, production and subject matter expertise to creative agencies and their vendors
- Freelance content producer - bringing together teams to create breakthrough branded and digital content
- Client experience sample: Amazon, BSSP, Coca-Cola, Audi, CPB, Infiniti, McLaren, Mitsubishi, Hyundai

72ANDSUNNY**DIRECTOR OF PRODUCT INTEGRATION, INFINITI GLOBAL 2017 – 2018**

- Produced global picture vehicle logistics and provided on-set product consultation for productions worldwide
- Spearheaded inter-agency collaboration with global and regional teams, directly reporting to **MDC partners**
- Led product strategy efforts in partnership with planning and creative teams during campaign development
- Subject matter expert - ensured product and brand accuracy of all agency and partner agency produced assets

CRISPIN PORTER + BOGUSKY**DIRECTOR OF PRODUCT STRATEGY & INTEGRATION, INFINITI GLOBAL & US 2014 – 2017**

- Key member of onboarding team that established operations of the \$105MM global and US AOR accounts
- Disseminated complex product information and marketing strategy to geographically dispersed teams in a style easy to understand, frequently working with creatives during development of integrated campaigns
- Product lead, **managed agency relationships with US, Asia and EU based product marketing clients**
- Directly guided teams charged with broadcast localization of produced assets for key global markets
- Managed team charged with ad claims creation and management – creating new processes with business affairs and legal counsel that reduced approval time and increased content leverage across global media formats
- Led team charged with production picture vehicle management and video shoot support worldwide

TBWA\CHIAT\DAY**ASSOCIATE DIRECTOR OF PRODUCT STRATEGY 2010 – 2014**

- Co-led product strategy and production support efforts, collaborating with a team of 5 to support disruptive ideation and execution of multiple integrated creative campaigns for the Nissan and Infiniti brands
- Co-led department revamp to strategic and production focus – integrating product functions with planning, creative and production teams, increasing internal product advocacy
- Created **OMNICOM** network efficiencies by building inter-agency consultation relationships with: **OMD (Media), Zimmerman, Fluent 360, Critical Mass and Dieste** resulting in new revenue streams and client service efficiencies
- Developed direct-to-vendor production solutions; including building a team to directly produce car prep and logistics needed for global video shoots, shortening pre-shoot timelines, reducing spend and boosting client ROI
- **Product QA, legal and safety compliance champion**, working with creative at all stages of content development
- Attended global internal client product meetings to gain knowledge of next generation product technology to facilitate multi-agency strategy integration - briefing creative teams and influencing campaigns in development

THE WESTSIDE GROUP**SENIOR ACCOUNT MANAGER, VIDEO PRODUCTION SERVICES 2007 – 2010**

- Collaborated with web developers to create and sell a web-based client facing tracking tool used for automotive marketing, advertising and PR purposes that streamlined client-side production logistics – still in use today, over a decade later in evolved form by **Nissan, Volkswagen & Subaru**
- Pitched & won multimillion-dollar picture vehicle mgt. and PR contracts with Subaru, Nissan and Volkswagen
- Managed teams of ASE technicians and painters providing creative fabrication solutions to agency clients
- Supervised a film crew team that served worldwide productions - providing technical & safety related support

ACCOUNT MANAGER, VIDEO PRODUCTION SERVICES 2006 – 2007

- First management hire by founding partners, sold and managed innovative new business solutions pitched to automotive marketing clients, including dedicated fleet management services for events and public relations
- Regularly pitched and won automotive and agency clients for video production picture car management, wins included: **Chiat\Day, The Designory, Young & Rubicam, ADK Asatsu and Land Rover**
- Managed a team of technicians providing end-to-end vehicle production solutions and on set support worldwide
- Worked with the engineering team to develop and sell new technologies such as seamless modular vehicle-bucks and multi-layer peel coat paint processes – boosting the quality of video creative output, ROI & safety to talent