

Rain Newman | Senior Producer

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profile

Strong leader with 27 years of proven success in digital, motion and print advertising/marketing. Expert in leading projects from the beginning discovery stage, through proposals, strategy, interpretation, design and development. Proven ability to build and maintain relationships with clients, coworkers and partners. Enthusiastic, positive team leader, big picture thinker and problem solver with initiative who thrives on staying busy and handling multiple projects concurrently.

highlights

- Extensive experience in all aspects of production while successfully managing client engagement, resource management and creative staff for activation.
- Profitably guided up 12-14 concurrent projects, with 98% record of on-time delivery and positive results.
- Proven success through metrics driving results through social media, community engagement, content management as well as paid advertising.
- Ensured brand consistency with strategies for marketing/communication client plans.

areas of expertise

• Motion/Video/Television Production	• Budget & Financial Management
• Digital Production	• Project Management
• Print Production	• Social/Content Strategy
• Strategic Planning/Research	• SEO/SEM
• Develop Marketing Plans/Business Goals	• Managing/Hiring Talented Teams
• Analytics Implementation	• Trade Shows

experience

Wray Ward, Charlotte, NC – (Oct 2018 – present) Senior Producer | Charlotte, NC

- Partner with the Executive Producer on production processes and optimization in our department.
- Manage all aspects of pre production, production and post production.
- Estimate and ensure budgets are aligned to the production strategy and shared with all key parties, leading the discussions to resolve any challenges or conflicts.
- On set producer. Responsible for set schedules and talent and location releases.
- Create pre production decks/documents. Estimate using AICP bid form.
- Negotiate talent usage/fees SAG and Non-Union and maintain records of talent/asset usage and contracts.
- Provide logistical and tactical support with all teams throughout the life of a project.
- Responsible for post production including retouching, color correction, CGI, editing and VO recordings.
- Obtain and distribute products and equipment needed to complete productions.
- Actualize final billings/invoices for production projects.
- Research and recommend outside partners: photographers, cinematographers, illustrators, CGI artists
- Art buyer: stock image, footage, illustrations, fonts, CGI stock, and music licensing + intellectual property.
- Actively participate in the agency's creative process.
- Manage ad trafficking print, digital and video ads in accordance with media schedule(s).
- Estimate print projects including collateral, direct mail, signage and specialty items. Make smart recommendations and solve technical issues. Ensure timely delivery.
- Manage studio artists to produce finished art from layout or spec sheets for final production.
- Quality assurance producing digital projects. Member of performance internal media team.

- Digital Ad Ops Assistant – delivery creative assets via online platforms such as DCM.
- Stay abreast of emerging trends in digital, video and animation and share learnings with team members.

Mower Agency [OCT 2014 – JULY 2018] • Sr. Project Supervisor | Charlotte, NC

Integral part of our largest client's business, Daimler. Strategic lead on recommendations for clients yearly campaigns and budgets.

- Producer for digital, video and broadcast projects: bidding, casting, talent negotiations, location scouting, permitting, scheduling, and on-site supervision of shoots.
- Developed statements of work defining detailed project scope, costs, and execution plans.
- Formulate integrated marketing plans in collaboration with strategist, media and analytics teams.
- Lead all aspects of custom web development for projects with budgets from \$50,000 - \$500,000.
- Decide daily aspects of project task execution: assignments, sequence, deadlines, dependencies, solving issues, resolving conflicts, and ensuring resources have what they need to execute.
- Facilitated communications for all project related issues both internally, and with product channel marketing managers and vendors. Run weekly client status meetings.
- Maintain ad rotation/media and ensure on time deliverables; tracking through Sizmek or Double Click.
- Develop metric ad tracking with media to ensure ROI alignment and growth.
- Provide specs to developers to create assets for digital ads, e-blasts and full website projects.
- Managed/optimized paid display and search, SEO, email, social media and other digital channels.
- Budgeted many successful new business pitches.

HMH Advertising Agency [JAN 2013 - OCT 2014] • Senior Producer/Project Manager | Charlotte, NC

- Collaborated with internal teams executing comprehensive marketing plans and programs.
- Producer for a full spectrum of ad agency services including digital/interactive, broadcast and print projects.
- Managed accurate project planning, change tracking, estimating and budget tracking, technical specifications design, and production statuses.
- Kept jobs on strategy and budget. Liaison between creative, technical, account, and other internal groups.
- Delivered final projects to various mediums. Set up tracking mechanisms for online analytics reporting.
- Recommended innovative creative and production methods and found solutions to technical challenges.
- Proofread for errors, style inconsistencies, and clear message communication.
- Web content management for several clients.

Indiehouse Productions [JULY 2012 - JAN 2013] • Executive Producer | Miami, FL

Supervised all post production including editing, animations, voice over recordings for commercials, videos, web content, films and radio projects. Produced estimates, calendars, casting, and managed studio workflow including delivery and tracking of all final spots. Assisted in new business and client relations.

Loeffler Ketchum Mountjoy Agency [JUNE 2011 - JUNE 2012] • Integrated Producer | Charlotte, NC

Day-to-day project management over digital and traditional programs and initiatives. Developed critical documentation that affects scope, budget and timelines such as Statements of Work, staff plans, business requirements, functional requirements, client criteria, and vendor briefs. Actively manage and produce projects from inception to completion emphasizing quality and creativity of work. Cultivate and maintain strong working relationships with external and internal interdisciplinary teams, including: account, creative, production, proofing/editorial, finance, resource management, Planning to ideate, design and develop industry-leading advertising campaigns.

Raini Productions, LLC [OCT 2010-MAY 2011] • Freelance Agency Producer/Line Producer/Graphic Designer | Miami, FL

Alma DDB Advertising Agency [SEPT 2008- SEPT 2010] • Senior Broadcast Producer, Miami, FL

- Lead on all assigned videos, radio, television and integrated productions from the time of the initial agency briefing to the final wrap of the job through first airdate.
- Evaluated, triple bid, and hired directors and post production houses/editors for projects based on approved storyboard/concepts. Expert at cost negotiations, vendor relations, and ensuring correct creative partner fit for each specific job.
- Maintained detailed schedules/timelines and communications to internal team as well as clients.

- Handled talent, music, and release negotiations with broadcast business affairs manager including all paperwork SAG, AFTRA as well as non-union jobs.
- Oversaw casting, location scouting, permitting, scheduling and on-site supervision of shoots as well as booking travel.
- Facilitated all materials getting to their destinations on time, including final masters for trafficking.
- Managed multiple projects simultaneously, including in-house videos, case studies and new business.

Alma DDB Advertising Agency [APR 1996–SEPT 2008] • Director of Print Production & Traffic | Miami, FL

- **Agency Producer:** bid and awarded jobs to photographers, illustrators, digital imaging/retouching CGI/3D companies. Handled all details for shoots including: casting, location scouting, permitting, and on-site supervision. Oversaw full project life cycle. Estimated all print man-hours and out of pocket costs. Budget management for large national campaigns as well as smaller budgets.
- **Studio Manager:** managed workflow and schedules for studio artists. Worked closely with the creatives on the design and layout of all printed pieces including technical details.
- **Art buyer:** Sourced, negotiated and purchased artwork and usage rights. Responsible for **printing and press runs:** offset, web, digital, and large format.
- **Traffic Internal:** prioritize workloads; assigned due dates, status meetings, and daily reports. Designed and implemented a new agency management system.
- **Media Traffic:** prepared and delivered final ads to stations/publications. Coordinated orders, duplication, tracking, confirmations, and shipping.
- Director of the company's website: involved in initial development and continual updates.
- Responsible for internal PR and award shows entries.

Star Clippers Cruise Line [NOV 1993 – APR 1996] • Marketing Manager/Graphic Designer | Miami, FL

Marketing Dynamics Group [JAN 1992 – NOV 1993] • Account Executive/Public Relations | Miami, FL

Weiss & Associates [JULY 1991 – OCT 1992] • Junior Account Executive/Receptionist | Miami, FL

education

Bachelor of Science in Communications, University of Miami, FL [1987-1992]

Advertising/Marketing Major / Sociology Minor

Graphic Design 2yr degree, The Art Institute of Fort Lauderdale, FL [1993-1995]

certifications

Certified Professional Google Digital 4/2020

Digital Marketing Specialist Program Certification Simplilearn 3/2020

Webmasters Certification 2006 - Wow Academy

technical summary

Google Ad Words Certified Professional. Proficient on Mac and PC. Microsoft Office (Word, Excel, Outlook, PowerPoint, Project). Google ad docs/share, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) Social media. Basic html knowledge and web design platforms such as WordPress.

accomplishments

- Provided clients 3 tiered budget plans so they could choose which fits best to accomplish their goal
- Negotiated high-end director to shoot Detroit engine video at a cost the client could afford
- Launched promotional website for Chiquita and Disney in 4 months instead of the originally planned 6 month timeframe which resulted in obtaining a database or contacts Chiquita used in other programs

interests

music, exercise, outdoors, dancing, travel, foodie, reading, beach, boating

References and work samples available on request