

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.
- Supervise pre and post productions, maintain budgets, negotiate contracts, hires and handle on-set logistics
- Ensured brand consistency with strategies for marketing/communication client plans.

areas of expertise

Motion/Video/Broadcast Production • Digital/Social Production • Print Production • Project Management Budget & Financial Management • Experiential Production

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.
- Production scoping: Estimate using AICP bid form and ensure budgets are aligned with strategy and shared with all key parties, leading the discussions to resolve any challenges or conflicts. Work with various budget ranges.
- On set producer. Responsible for set schedules and talent and location releases.
- Create pre-production decks/documents prior to shoots.
- 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.
- Assist in obtaining technical products and equipment needed to complete productions.
- Actualize final billings/invoices for production projects.
- Research/ recommend outside partners: directors, 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 schedules/specs..
- 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

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

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

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 & Associations [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. Workfront and Webvantage.

interests

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

References and work samples available on request