

LAURA BENJAMIN

(917) 297-8064

Lbtv@icloud.com

[Linkedin](#)

LauraBenjaminProducer.com

Producer with extensive experience in creating compelling content across diverse media platforms, including broadcast, social, print, and live events. I foster creative alignment via transparent communication and strive to bring all team members on a great production journey.

Experience

MONKS | Dove | Super Bowl Social Producer

10/24 - 3/25

- Produced a Super Bowl social campaign with five female pro athletes across five states in just five shoot days.
- Oversaw creative strategy for 200+ asset deliverables, carefully managing budget and resource optimization.
- Point of contact for client production teams and external vendors, ensuring unified goals and creative vision.
- Also produced a Men's Dove product focused social campaign after launch of Super Bowl content.
- Strategized production efficiencies to shoot in the US with SAG talent to produce over 200 distinctive assets.

PERENNIAL GARDENS | Social Media Content Creator

5/24 - 9/24

- Produced dynamic social media IG reels, driving consumers to sales events and increasing social media presence for the brand.

LIPPINCOTT | Morgan Stanley | Post Producer, Stills & TV

11/22 - 2/23

- Directed post-production for Morgan Stanley's global broadcast and print campaigns, ensuring high-quality standards and timely delivery.
- Managed editorial workflows from initial dailies and photo drives to final asset delivery, including print retouching and resizing.
- Created compelling "behind the scenes" video content featuring celebrity, Janelle Monae, enhancing audience engagement.

AKQA | Global Coke Zero and Nordic Track | EP Broadcast, Stills, Social, VFX

6/23 - 10/23

- Produced global assets for Coke Zero, including international versioning of products for 27 markets spanning four time zones and negotiating talent payment efficiencies for broadcast, stills, and social usage.
- Strategized innovative shooting methodology to capture content on three simultaneous sets in Barcelona, significantly improving production timelines and adhering to budget constraints.
- Developed a detailed toolkit allocation for Coca-Cola's global asset library, ensuring brand consistency across all platforms and global partners.
- Produced an integrated campaign for Nordic Track highlighting their extensive range of exercise equipment and their iFIT training app.
- Employed cutting-edge LED Volume technology to craft immersive visual narratives with talent.

Skills

- Broadcast Production
- Social Content Creation
- Print Production
- Event production
- Business Affairs
- Project Management
- Multitasking
- Problem-Solving
- Production Strategies
- Team Collaboration
- Timeline Management
- Financial Budgeting
- Staffing Allocation
- SOW creation
- Google Workspace
- Monday PM

Education

Syracuse, Newhouse - BS Photography
NYU Film School - Cont Ed.

Volunteer Work

The Marcus Graham Project, Diversity in Advertising

Angel Tree Prison Fellowship. Aiding families of inmates during holidays.

Side Hustle

Seasonal Horticultural Professional for Garden Centers

SPCSHP | PepsiCo. | SR. Producer, Gatorade New Product Launch with Pro Athletes

6/22 - 9/22

- Launched Fast Twitch Energy Drink featuring top-tier athletes from NFL, NBA, WNBA, and MLB for the super bowl.
- Orchestrated production logistics, including scheduling and coordination of crews, photography, and PR set-ups for broadcast, stills, and social media executions.
- Ensured alignment between Brand Teams, PR, Pro Sport Leagues, and Athletes' agents. Managed original music track creation by celebrity rapper, SAINT JHN.

DDB | Merck, Neutrogena, and Lipton | EP OLV, Broadcast, Social

1/22 - 5/22

- Produced Nexplanon's contraceptive pharmaceutical campaign utilizing an innovative animation execution. Managed MLR reviews and FDA Compliance.
- Produced global broadcast and print content in Mexico for Neutrogena's Hydro Boost, negotiating diverse global model usage.
- Produced a product-focused social campaign featuring Lipton's line of iced tea products.

ENCORE | MIGA/World Bank | Producer/Showrunner Live-Streamed Event

11/21 - 1/22

- Showrunner for live streamed global conference for the Multilateral Investment Guarantee Agency (MIGA).
- Scheduled, interviewed and pre-recorded content with high profile global financial leaders and dignitaries during the covid epidemic in an effort to help manage world economies.
- Created and managed all production assets, facilitated approvals to deliver compelling content to technical director, overseeing show timings and quality control.

MEKANISM | Quaker Oats | EP Broadcast, Stills, PR, Social, VFX, CGI

5/21 - 10/21

- Produced broadcast, print, social, and PR for Quaker Oats, sponsored by the NFL, featuring pro athletes Drew Brees, Jerome Bettis, and Jerry Rice.
- Orchestrated all production needs: brand team, PR teams, NFL associates, and Athletes' Management.
- Produced Quaker Chewy campaign including 3D animation for broadcast and social.

R/GA | Verizon | Experiential Producer featuring NBA Athletes

2/21 — 4/21

- Produced an interactive campaign for Verizon featuring first responders and NBA athletes for live twitch gaming sessions.
- Produced social teaser content by pre-filming NBA players with firefighters via zoom (K.A. Towns, Trae Young, Jamal Murray, Donovan Mitchell).
- Produced 3D motion graphics and post production with RGA internal studio capabilities.

ENCORE GLOBAL | World Bank | Content producer for live streamed event

10/20 - 1/21

- Produced content for insertion into a live global event, including show open and close, lower thirds, bumpers, and music sourcing.
- Coordinated with internal post teams, facilitating smooth communication and adherence to quality standards throughout the production process.

BGB GROUP | Amgen, Tokeda, BMS | Pharma. Producer of MOAs, HCP content

11/19 - 9/20

- Produced animated MOAs and MODs targeting health care professionals.
- Produced interactive event content for medical conferences, optimized for large-format display systems, partnering with brand and event teams.
- Managed an internal department of editors, motion graphics, and CGI.

DDB TRIBAL | Pfizer | Social Producer

7/19 - 10/19

- Produced budgetarily challenged social campaign for Pfizer.

OMNICOM HEALTH | GSK, Biogen, Novartis, Merck | DTC & HCP Producer

9/18 - 6/19

- Developed cross-channel creative content leveraging Link 9 internal studio capabilities, enhancing efficiency and value, creating KOL videos, MOA's, MOD's, and OLV's.
- Collaborated creatively with CDM, Harrison Star, Patients & Purpose, and TBWA Health to deliver impactful campaigns for GSK, Biogen, Novartis, and Merck.

DDB Tribal | Pfizer | Social Producer

6/18 - 8/18

- Produced a social campaign featuring a bear seeking relief from a sore throat with honey-flavored Robitussin

RAZORFISH | Dove, Maybelline, and Trojan | Social and Stills Producer

11/17 - 5/18

- Produced an IG take-over featuring a Dove Influencer.
- Produced a social beauty campaign for Maybelline featuring animated photography.
- Produced a comedic social video campaign for Trojan Condoms.

BBDO ORGANIC | American Family Insurance | Philanthropic Community Events Content Producer featuring Celebrity Brand Ambassadors

4/17 - 10/17

- Produced documentary content and live streamed social content during community events across 4 states over 6 months.
 1. John Legend - Big Brothers Big Sisters - Minneapolis
 2. JJ Watt, Texans - Goodman Center - Madison
 3. Vic Beasley, Falcons - Because of Them We Can - Atlanta
 4. Richard Sherman, Seahawks - Youth Care - Seattle.
- Orchestrated run-of-show content capture with nimble production crews to guarantee coverage of key highlights.
- Managed alignment of expectations with brand teams, event teams, charity leaders, beneficiaries, and community AmFam agents to ensure a successful execution.
- The campaign was honored at the 2018 UN Summit for Social Good.

VICE/VIRTUE | Suave, Unilever | Broadcast EP, Influencer Campaign

1/17 - 3/17

- Sent "Evaus" packaging, filled with Suave product, to influencers to elicit legitimate reviews via hidden camera.
- Extensive prep with social media managers and coordination with influencer logistics created a legitimacy for the Clio winning concept.
- Aligned with Unilever Production Consultants to develop SAG talent payment strategy utilizing real people.

MULLEN LOWE | Cointreau, Marzetti | Experiential Producer for Live Influencer Event

3/16 - 12/16

- Produced content during an influencer's dinner event pairing Cointreau drinks with meals.
- Live streamed social media content and captured web content for product focused holiday promotions.
- Produced broadcast campaigns for Marzetti packaged goods products.

VICE | AT&T | Short Film Producer featuring Celebrity Talent and Pyrotechnics

9/14 — 2/16

- Produced a dramatic twenty minute film based on actual events involving a young Latina reporter covering a gas explosion in Harlem sponsored by AT&T.
- Managed the entire film process from script development, project scope, bidding, prep, casting/negotiating celeb talent, re-enacting the explosion with NYPD and NYFD, pyrotechnic crews and hundreds of extras and led all post production, and legal compliances.
- Cast and negotiated film celebrities Anthony Michael Hall and Maggie Mathison.
- Created documentary content of underground taggers while creating a graffiti 5 Pointz backdrop for the film's opening sequences.

CO: COLLECTIVE | Google, YouTube| Print/OOH Producer for YouTube campaign launch

1/14 — 8/14

- Produced Print/OOH for the launch of YouTube "celebrities" campaign.
- Oversaw creation of mechanicals, retouching, and proofing for all assets across 5 cities including subway takeovers in NYC, painted building murals shot with time lapsed video, and video displays in Grand Central.
- Managed press runs with external print post suppliers and coordinated with google media for placements, re-sizes and deliverables.

DENTSU 360i | Ben & Jerry's, Oreo, Kraft | Experiential, Social and OLV Producer

2/13 - 12/13

- 360i – Experiential and Content producer for Ben & Jerry's "Tweet your Ice cream Truck" flavor Naming experiential event.
- Produced a web series with Celebrity Chefs for hacking Oreo's.
- Created a web series for Kraft Cream Cheese featuring Chefs that specialized in baking cheesecakes for the Christmas holidays.

FCB | Novartis & Eli Lilly | Broadcast EP DTC

7/12 - 1/13

- Produced a broadcast campaign for Alcon eye drops on safari in Kenya.
- Produced a broadcast campaign for Strattera in Buenos Aires.
- Produced the first in a series of breakthrough Cymbalta spots.
- Managed MLR reviews, shooting at risk, fair balance approvals, and legal compliance.

TRANSLATION | Chevy | Broadcast Producer featuring M.J. Blige

11/11 - 6/12

- Produced Chevy campaign with Grammy tie-in with MJ Blige's CD launch
- Produced PR video for Steve Stoute with high profile clients Jay Z and Jimmy Iovine

ARNOLD | Clinique, Hershey | Business Affairs Manager

2/11 - 10/11

- Negotiated overscale model contracts for Clinique broadcast and print usage
- Negotiated music publishing rights for Reeses Broadcast campaign
- Tracked production spend and suggested cost saving efficiencies.

Production Consultant | L'Oreal | Client Consultant

1/10 - 1/11

- Created Production Guidelines for McCann, Gotham, and Publicis across dozens of brands.
- Created preferred supplier list for post production and negotiated rates for rough cut through finishing
- Collaborated with agencies and brand teams in an effort to strategize cost cutting measures without harming the creative integrity of the work.

BROADCAST PRODUCER

8/07 - 12/10

- FCB | Jamaica Tourism, Samsung, AT&T, Kraft, Clairol
- Gotham | Maybelline
- Edelman | SAMHSA, API
- Colangelo | Church & Dwight, Trojan

JAMAICA MUSIC EVENTS | Diageo, Heineken, Trace Magazine | Prod. Coor.

1/06 - 7/07

- Heineken/Def Jam – Prod. Coor. for “Heineken Summer House” live music event in Jamaica. Artist handler for sound checks, PR photos, and Travel/Logistics
- Recorded music tracks for JTB productions at Anchor Studios in Kingston and Gee Jam Studios in Port Antonio.
- Red Stripe/Reggae Sunfest – Backstage VIP Coor. for Celeb Artists and guests
- VP Records/Trace Magazine – Photo ass't, VP records editorial content

Can work locally in Charlotte, NC | NYC | LA | Atlanta