

# JILL HONIG

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## EXECUTIVE PRODUCER

DIGITAL | BROADCAST | PRINT | RADIO

A dynamic Executive Producer with excellent record of success in the on-time completion of projects within tight deadlines and budgets. Seeking a new role as a Senior Producer or Executive Producer where my skills can be fully utilized. I have exceptional problem solving and organizational skills with a strong background in prioritizing and executing multiple, simultaneous tasks. I have acted as a liaison between, new business teams, client service groups, strategists, user experience teams, producers, creative departments, editors, directors, camera operators, sound engineers, motion graphics editors, production companies, analysis, front-end & back-end developers, quality assurance teams and external vendors while clearly communicating requirements to ensure the timely completion and quality projects.

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### AREAS OF EXPERTISE

- Project Management
- Team Management
- Risk Mitigation
- Vendor Relations & Management
- Leadership/Team Building
- Studio/Field/Post Production
- Financial Accountability
- Legal/Business Affairs
- Client Presentations
- Production Management
- Problem Solving
- SAG/AFTRA

**Technological Skills:** Avid Media Composer, Adobe Creative Suite, Acrobat, Premiere, After Effects, Flash, Final Cut Pro, Maya, HTML5, XML, CSS, JavaScript, SQL, PHP, MS Project, Basecamp, MS Suite, Google Analytics, Mac & PC.

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### KEY SKILLS ASSESSMENT

**STRATEGIC PERFORMANCE** – In-depth knowledge of the creation of mobile, social media, interactive, print & broadcast content across multiple platforms. Highly skilled in creating schedules, budgets and motivating team members to ensure tight deadlines are met while keeping on budget.

**PROJECT MANAGEMENT** – Strong ability to independently manage multi-faceted strategic & creative projects in a fast-paced environment with the ability to work effectively with a wide range of personalities in all phases of production.

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### PROFESSIONAL EXPERIENCE

**Executive Producer & Subject Matter Expert, San Francisco, CA** March 2012 – Present

- Mediums include: Broadcast, Radio, Online, Social Media, Print, Out-of-Home, Digital Out-of-Home & Event.
- Clients include:
  - **APR** (Constellation Brands, Frito-Lay, Chrysler, Newcastle Brown Ale, Hewlett-Packard & Providence Health)
  - **EVB** (Peet's Coffee & Tea, Meyer, JCPenney, Arizona Jeans & LinkedIn)
  - **Dojo** (Polk Audio, Definitive Technology, Visit Napa Valley, Sony PlayStation & Logitech)
  - **Teak Digital** (Foster Farms/Goodby, Silverstein & Partners, Yahoo, Google, YouTube & Genentech)
  - **Iron Creative** (Cox Communications)
  - **Swirl** (Clorox (Soy Vay & Hidden Valley Ranch), The Bay Club, Cost Plus World Market, Microsoft, Mark & Graham, WalMart.com, Salesforce, YMCA of San Francisco & eBay),
  - **America's Cup**
  - **The Netherlands Consulate General**
  - **MRM Worldwide** (Cisco, Wells Fargo, Cathay Pacific & MSCI)
- Managed complex projects and campaigns, while owning the entire production process of all deliverables and budgets from beginning to completion.
- Facilitated and maintained communication for cross-disciplinary internal and external teams through all phases of projects across multiple programs for single and multiple clients.
- Managed multiple project managers and producers on projects from concept through delivery.
- Consultant to Clients and their Advertising Agencies to define production guidelines, cost benchmarks and communication best practices.
- Defined and implemented guidelines for many types of digital projects, identify risks, mitigate strategies for process and cost efficiencies.

**PROFESSIONAL EXPERIENCE CONTINUED**

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**Senior Producer, Isobar North America, San Francisco, CA** May 2010 – March 2012

- Managed multiple client accounts across all mediums and managing junior producer teams.
- Mediums included print, websites, micro-sites, online banner campaigns, mobile applications, social media campaigns, TV & online video content.
- Clients included Pernod Ricard (Malibu Black, ABSOLUT, Chivas, The Glenlivet & Jameson), Adidas (Running, Basketball, Football & Soccer), Kohler, Coca-Cola & San Disk.

**Commercial Producer/Editor, NBC Universal, San Jose, CA** Sept 2008 – May 2010

- Conceived, produced & created commercials and integrated content spots for NBC Everywhere.
- Created processes for clients and ad agencies to effectively promote their brands on the NBC platforms.
- Collaborated with advertisers to adapt existing ad materials or create new ones to maximize their messaging on the Digital Out of Home platforms.

**Producer, EVB, San Francisco, CA** May 2007 – Sept 2008

- Managed multiple large scaled web-site development projects and interactive advertising.
- Oversaw scope, time, cost, risk and quality while maintaining a positive environment.
- Provided strategic insight and direction into developing innovative solutions for our clients as well as tactically managing the day-to-day project operations and communications.
- Clients included Alberto-Culver (V05, TRESemmé, & St. Ives), Adidas Soccer, Intuit QuickBooks, LeapFrog (Leapster, ClickStart, Tag & FLY).

**Web Producer, IBM, RTP, NC** July 2006 – April 2007

- Produced websites for Large Enterprise, B2B and Intel Global stores on ibm.com.
- Accurately scope work and create project schedules and manage projects and teams to budgets.
- Managed the creation of all new websites including the design, testing, marketing, partnerships and commerce.

**Overseas Travel** Jan 2004 – July 2006

- Volunteered for the American Women’s Club of The Hague.

**Producer, PRN (Premier Retail Networks), San Francisco, CA** Oct 2000 – Dec 2003

- Created hour-long content & commercial shows & interactive programs for the Best Buy & Circuit City accounts.
- Budgeted, scheduled, organized and managed multiple projects from initial creative development through final delivery.
- Developed and implemented strategies for a complete update of the interactive program.
- Reviewed of all first article samples, proofs and check media to ensure product meets specifications.
- Developed new avenues of business with existing clients.
- Led off-line and on-line video, audio, voice over and multimedia edit sessions.

**Promotions Producer, Great Entertaining.com, San Francisco, CA** Sept 1999 - May 2000

- Managed internal and external promotions activities and projects from the planning stage to completion.
- Led photo shoots and supervised team of Designers.

**Designer, IBM, Research Triangle Park, NC** Aug 1995 - July 1998

- Created animation and graphic design for the Graphics & Publications Services (GPS).
- Created and edited animation sequences for use in corporate video productions.

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**EDUCATION & AFFILIATIONS**

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School Of Communication Arts	Computer Animation	1995
NCSU	Graphic Design	1994

Member of the Producers Guild of America