



312.480.7335
2monnaobrien@gmail.com

Profile

A rare production leader with extensive advertising agency, production consulting and post production management experience. A highly creative producer of award winning commercials with a proven history of building powerful teams through a calm, direct and collaborative approach. Passion for managing teams through complex and ongoing projects with patience and urgency. Certified in leadership and coaching.

Experience

Managing diverse staff of creative and business teams - broadcast/digital/content production – budget creation and management – contract negotiation- process implementation – post production consulting.

BoomAgers, Head of Content Production January 2016- present

- Production of global campaigns in multiple languages that have increased sales to make product the category leader.
- Responsibilities include identifying production partners in North America and off shore, negotiation of contracts for all outside suppliers. Manage production process including budgets, timelines, shoots, post production, music creation and licensing and cost reconciliation of all projects.
- Negotiate session and buyout fees for all talent and ensure payments are made in accordance with industry rules and standards specific to country or region.
- Print production including talent negotiations.
- Acting as intermediary for lead agencies, such as Chiat, BBDO, The Martin Agency, Saatchi and Lopez Negrete to evaluate production requirements and control costs.
- Review bids for production, post production, music and VFX with focus on ensuring bids are appropriately scoped for creative.



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Advertising Production Resources

Brand Executive Producer/Subject Matter Expert, August, 2009-September, 2015

PepsiCo, Gatorade, Quaker, Tropicana, Frito-Lay,
Choice Hotels, Walmart

- Advise client on production processes, Implement and monitor production “Best Practices” for agency and client
- Collaborate with Brand Team “on set” with a focus on balancing production dollar investment and creative impact.
- Negotiate and Advocate on behalf of the Brand to obtain best value for production dollars.
- Collaborate with marketing team to select and implement Digital Asset Management system for improved management of enterprise wide assets and workflow.
- Encourage innovation in all aspects of the creative/ production process.
- Acting as intermediary for lead agencies, such as Chiat, BBDO, The Martin Agency, Saatchi and Lopez Negrete to evaluate production requirements and control costs.
- Review bids for production, post production, music and VFX with focus on ensuring bids are appropriately scoped for creative.

Consultant/Freelance Producer, Chicago, IL August 2006 – August 2009

- Consulting with Production/Post Production facilities to increase revenue by assisting in hiring staff, creating efficient billing and tracking procedures, focusing sales staff and implementing new branding and marketing ideas.
- Freelance production for a variety of national advertisers working with agencies such as JWT, Tribal DDB, Fathom and BBDO.



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S2 Post, Chicago, IL President—June 2005 – August 2006

- Responsible for relaunch and re-branding of \$5 million, full service post-production facility, including creative editorial, motion graphics, audio and telecine, reporting directly to CEO/Owner.
- Managed staff of 45 including all hiring, equipment purchase and operational decisions.
- Responsible for all contract negotiation with employees and new clients.
- Reduced overhead costs by 20% through effective budget management and reducing overhead.
- Created dual sales and marketing strategy that retained profitable advertising clients while simultaneously establishing new business-to-business revenue stream.
- Responsible for attracting high profile advertising agency clients including Weiden & Kennedy, Element 79 and FCB.
- Secured and executed \$1.4 contract with Chicago Public schools for production of 30-minute weekly program

Freelance Producer, Chicago, IL, 2004 – 2005

- Acting Head of Production - Energy BBDO.
- Managing staff of 20, including Print production, Broadcast production, Business Affairs, Talent Negotiation, client production seminars and produced spots in Argentina as well as supervising production in Brazil.
- Spot production for Cooper & Hayes /Miami and Element 79.
- Responsible for productions for Capital One Credit and Carnival Cruise Lines, shot on a cruise ship in the Caribbean.



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Ogilvy/Chicago
Executive Director of Broadcast Production,
Senior Partner—2003-2004

- Responsible for Broadcast production department, Broadcast Business Affairs, Broadcast Traffic, Talent Payment and Post Production Services.
- Management and training for staff of 30, including freelance producers.
- Managed billing processes as well as budgets for all departments.
- Management and maintenance of postproduction studio.
- Continued to produce spots for all Clients.

Co-Active Leadership Training 12 month Course
Completed July 2014

Co-Active Coach, CPCC

- Issuing authority ACC, International Coach Federation, May 2013

Referrals

Available upon request