

MICHELLE CARMAN



917.887.4357

CARMANIAM@ME.COM

MICHELLECARMAN.COM

MOTANDCO.COM

I PRODUCE CONTENT AND COMMERCIALS

FOR TELEVISION, INTERNET,
SOCIAL MEDIA, RADIO, LIVE EVENTS,
OUT OF HOME, MEETINGS, FOR BIG THINGS
LIKE STADIUM JUMBOTRONS,
LITTLE THINGS LIKE TAXI SCREENS, AND

NO DOUBT BECAUSE
YOU'VE SEEN
SOMETHING
I'VE MADE FOR YOU.

I LOVE FIGURING OUT
NEW PROJECTS

CONNECTING THE
RIGHT PEOPLE
TO THE RIGHT
WORK, AND
HANDLING MONEY

I'VE WORKED WITH BUDGETS
OF ZERO TO 3MM ON

ALL SIDES OF
THE
PRODUCTION
PROCESS

BUT MOSTLY AS AN AGENCY CONTENT
PRODUCER, AND CURRENTLY AS A

SENIOR PRODUCER

WHERE I'M
RESPONSIBLE FOR BOTH
CREATING AND GROWING
AN INTEGRATED PRODUCTION DIVISION
AT WIEDEN + KENNEDY WHILE

SIMULTANEOUSLY
PRODUCING A
COLOSSAL
AMOUNT OF
CONTENT

I'M PASSIONATE ABOUT
ANIMATION

AND HAPPIEST DURING
FOOTBALL SEASON. I SING
SUBCONSCIOUSLY
A LOT AND BECAUSE THAT

CAN BE ANNOYING
I MAKE A HABIT OF
OTHERWISE
BEING A VERY
LIKABLE
PERSON.

SENIOR PRODUCER Wieden+Kennedy

New York, NY | 2011-Present

Nike, Bud Light, ESPN, Delta, Heineken, Equinox, Duracell

- Manage and grow integrated production division
- Establish production company, develop motion graphics/animation capabilities, improve competitive post-production offering
- Responsible for overall P&L, achieved 360% revenue growth in a single year
- Annually produce 100+ broadcast and content deliverables for numerous global brands
- Create and manage all budgets, schedules, payables, and receivables
- Source directly and contract directors, crew, talent (including celebrity), producers, editors, animators, and all finishing artists
- Manage all aspects of live events, shoot logistics, client and internal approvals, and post-production
- Shortlisted at Cannes and AICP for Lady Gaga Dive Bar Tour

SUPERVISING PRODUCER J. Walter Thompson

New York, NY | 2010-2011

- Supervised production team of 15+ producers, editors, and animators at JWT's internal post facility
- Spearheaded and managed agency-wide creative development division for experimental work

SENIOR CONTENT PRODUCER DraftFCB/Foote Cone & Belding

New York, NY | 2006 - 2010

Kraft Foods (Planters, Oreo, Chips Ahoy, Fig Newton), Motorola, Hewlett Packard, Met Life, Nivea, Pharmaceuticals (GlaxoSmithKlein, Amgen, Duramed), Humanitarian (United Nations, City Harvest)

- Produced global TV commercial campaigns, web content, banners, videos, outdoor displays, test work, radio, digital assets, and PSAs
- Motorola (Addy, Creativity Annual, New York Festivals, FWA, Webbys)
- City Harvest (Cannes shortlist)
- Gained extensive food, drug/personal care, technology, and interactive experience

FREELANCE PRODUCER

2006-2010

- Agencies: McCann Erickson, Foote Cone & Belding, Union Advertising, Constellation NY
- Post Facilities: Cosmostreet Editorial, Trollback, Team Heavy, Spontaneous Combustion
- Network Promo Writer/Producer: IFC, Fuse, CSTV

ASSISTANT PRODUCER McCann Erickson

New York, NY | 1997-2002

L'Oreal, Microsoft, Lowes, Sprint, Mastercard

- Gained extensive beauty and retail experience
- Promoted rapidly within the department
- Awarded annual "Truth Well Told" distinction

UNIVERSITY OF VIRGINIA

McIntire School of Commerce | B.A. in Commerce/Marketing

**** AGENCY PRODUCING

* LINE PRODUCING

* PROMO WRITING/PRODUCING

**** EDITORIAL PRODUCING

** EXPERIENTIAL/LIVE PRODUCING

*** ANIMATION PRODUCING

**** PING PONG

**** EGO MANAGEMENT/GENERAL DIPLOMACY

*** ROLODEX/RESOURCING

* COOKING