

# Caroline Coleman

New York, NY | 917 689 5386 | carolinemcoleman200@gmail.com |  
<https://www.linkedin.com/in/carolinecoleman/>  
[www.carolinecoleman.net](http://www.carolinecoleman.net)

## Senior Creative Content Producer | Advertising

### SUMMARY

Senior Advertising Agency producer with 15+ years of experience developing domestic and international cross-platform content for industry-leading brands. Excellent communication skills with clients & team members while leading all phases of production through delivery. Brand sectors include Consumer Packaged Goods, Retail, Financial, Alcohol, Food & Beverage, Consumer Healthcare & Pharmaceutical Brand productions.

Execute and oversee production of Broadcast TV commercials, web content, integrated programs & events. Negotiate vendor agreements for all production models through actualization. Manage multiple brands and teams within integrated production departments. Mentor & production intern program leadership. Extensive international production experience.

### SKILLS

Experience delivering commercial packages/multiple cross platform assets

Integrated Production experience including film/digital/experiential

Excellent contract negotiation skills with clients & vendors

Budget & Scoping Forecasting. Strong network of production partners: Executive Producers, Production Companies, Editorial, Post, Visual Effects etc.

### EXPERIENCE

SENIOR FREELANCE CONTENT PRODUCER – NY Current

DIRECTOR OF BRAND PRODUCTION – Wunderman Thompson 2019-2020  
*TVC/Social/Mobile/Activation*

DIRECTOR OF BRAND PRODUCTION – JWT NY 2010-2019  
*TVC/Social/Mobile/Activation*

Brands: Pfizer, Campari Wild Turkey, Genentech, Janssen, Tylenol, Zyrtec, Listerine, Benadryl, Special K, T. Rowe Price, Unilever, Bristol Myers Squibb etc.

EXECUTIVE PRODUCER INTEGRATED CONTENT – JWT NY 2004-2010

Content production across brands, staffing, mentorship, budget projections,  
*TVC/Social/Mobile/Activation*

Brands: Macy's, HSBC, Pfizer, Johnson & Johnson Brands, Cadbury Adams, T. Rowe Price, Jenny Craig, Ad Council etc.

SENIOR PRODUCER – Bates Worldwide NY/LA/Houston

2000-2004

Brands: Hyundai, Lipitor, Verizon Wireless, Pfizer, Dentyne Ice, Estee Lauder, Avis, Whitney Museum, EDS, Warner-Lambert, Entenmann's, Ad Council, etc.

## EDUCATION

Bachelor of Arts in Journalism, New York University, New York, NY

## AWARDS/PRESS

2018 MMA Mobile Awards - Zyrtec Muddle Shop Web Campaign:

Bronze – Mobile Video

2012 Cannes Gold Lion – Band-Aid Magic Vision AR App.

2012 Gold MMA Mobile App – Band-Aid Magic Vision AR App.

2011 Webby Honoree Interactive Advertising: Zyrtec Parks Unleashed

2011 Mashable Top 10 – Zyrtec© Parks Unleashed

## AFFILIATIONS

NYWIFT/New York Women in Film & Television

Rocking the Boat Youth Development Programs - Benefit Committees & Fundraising

Amateur Astronomers Association