

Will Woollett **Executive Producer**

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SKILLS

- **EXPERIENCE** – 15+ years executing multi-channel content including digital, social, mobile and broadcast
- **MULTI-TASKING** – Facilitated all content production for a major automotive brand, while at the same time producing major initiatives for brand, national sales event and integrated projects
- **TEAM BUILDER/PLAYER** – A collaborative partner with Creative and Account Service to find best solution for each project
- **MENTORING** – Former team members were supported, encouraged, given responsibility and accountability
- **LEADERSHIP** – Managed a production department of 25+, while still producing major client initiatives
- **WORKFLOW** – Developed business plan, designed, supervised creation, and managed in-house post-production department
- **EFFICIENCY** – INNOCEAN teams delivered over 120 films and 400 digital pieces annually

EMPLOYMENT

Freelance Executive/Integrated Content Producer/ POST & VFX Producer: 2013 – Present

COMPANIES: POSSIBLE, SPARK44, MULLEN LOWE, GE/MOMENTIVE, BREWSTER PARSONS, GARAGE TEAM MAZDA

CLIENTS: AT&T; JAGUAR; LAND ROVER; ACURA; GE SILICONE CAULK; BEATS BY DR. DRE; CHEVROLET; CENTURYLINK; MAZDA

Freelancing the last several years has allowed me work on new categories, roles and expand my experience in digital, social, mobile content creation.

Executive Producer: 2009 - 2013

INNOCEAN WORLDWIDE AMERICAS

First hired! Created content production department from the ground up. Designed and implemented workflow and processes for production, business affairs, digital and broadcast traffic. During the planning and design of in-house facility, I kept project relevant and top of mind with Korean and US management. Most projects were produced, trafficked and business managed by freelancers, which required daily monitoring and management. Partnered with digital to create online content from scratch.

Freelance Integrated Content Producer: 2006-2009

COMPANIES: DGWB, DENTSUNEXT, NYCA

CLIENTS: POWER; OC REGISTER; TOSHIBA; SUZUKI MOTORCYCLES, ATV'S & AUTOMOTIVE; ADIDAS; LG PHONES

VP/Executive Producer 2003 - 2006

BBDO/Detroit

As the only West Coast based Executive Producer, I produced a broad range of content, including the major Chrysler re-launch broadcast campaign of 11 commercials, National Sales Events for Chrysler, as well as all Western Regional campaigns for Chrysler, Jeep & Dodge.

Executive Producer 2001 - 2003

Y&R ADVERTISING

My primary role was to produce major brand broadcast initiatives for Lincoln, Mercury, Jaguar and Sony, including 20 part viral series for Sony Aibo. Later I served as the Executive Producer for Mattel Boys and Games divisions, supervising staff producers while also producing projects, and mentoring junior producers.

EDUCATION

BA - University of California, Irvine

ACHIEVEMENTS

3 time EFFIE Winner

FOR A COMPLETE HISTORY PLEASE VISIT: <https://www.linkedin.com/in/will-woollett-9166424/>