

Shea Bernard

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2006-present *See Cover Letter*

2004-2005 **CREATIVE BUBBLE**, New York, NY / *Executive Producer*

- Produced all aspects of post: held casting sessions and booked talent, budgeting, scheduling
- Managed projects from inception to completion
- Ran/oversaw editors and vfx, graphics, music/sound designers and mixers
- Worked in conjunction with sales and PR departments
- Maintained and built relationships with clients and vendors

2002-2004 **ELIAS ARTS**, New York, NY / *Director of Business Development*

- Primary contact for clients
- Coordinated production, oversaw/attended all calls, sessions through final mix
- Developed strategic direction/positioning on a project-by-project basis
- Created business development strategies and tactical approaches to acquire new clients through analysis
- Travel to client sites and visit with producers, heads of production, creative directors, brand managers and marketing professionals to describe our services, conduct project meetings and present final results
- Development of untapped markets, channels, or client segments in which to leverage core capabilities

2001-2002 **ZOOMA ZOOMA PRODUCTIONS**, New York, NY / *Sales Representative*

- Represented directors Sam Raimi, Alan Cumming and Eden Tyler in commercial advertising, providing strategic advisement
- Brought in new business from agencies: Wieden & Kennedy, DDB, JWT and Arnold
- Updated promotional material, built directors' reels, interviewed potential new directors
- Booked talent, crew, craft service, and identified and secured locations
- Attended and participated on conference calls, production meetings, pre-pros and on set

2000-2001 **ZIEGLER MANAGEMENT GROUP**, New York, NY / *Sales Representative*

- Represented Biscuit, Filmworks, Omaha Pictures, Stiefel & Co. and Spot Welders
- Responsible for maintaining relationships with production companies and client base
- Generated over two million dollars in revenue

1999-2000 **RED CAT PRODUCTIONS**, Boston, MA / *Producer*

- Produced, with John Huet (award winning international photographer/director)
- Managed production: Budgeting, hired talent, scouts, assistants, stylists, props/wardrobe, catering, crew and equipment
- Maintained relationships with vendors, agencies, reps and companies worldwide
- Produced campaigns for Nike, Fidelity, Microsoft, BMW, Wrangler, Frito-Lay, Spalding

1994-1998 **THE CREATIVE TEAM**, Boston, MA / *Account Coordinator*

- Organized and managed jobs from concept through production
- Oversaw operations: distribution, kept track status ensuring job completion
- Helped design and execute logos, direct mail, and packaging
- Functioned as liaison with vendors and clients

EDUCATION

- Bradford College, Bradford MA: *Communications* 1992-1994
- Emerson College, Boston MA: *Liberal Arts* 1990-1992

RELATED EXPERIENCE

- Produced a short film, which was entered into the Sundance Festival
- Principal in ESPN/Tostitos and AMC commercials
- Produced numerous spec spots for directors as well as print ads
- Work in Microsoft Office (Word, FileMaker Pro, Excel), Explorer, Now Up-to-Date, Quark Xpress and Outlook Express.