



ALEX REYNOLDS

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PROFESSIONAL SUMMARY

Creative and results driven integrated producer who works closely with strategic and creative teams to thrive in deadline-driven business environments while managing and supporting large scale logistical productions. Project manages and handles tasks on multiple project workloads while governing the execution of extensive multi-platform marketing campaigns. Has a proven track record with over 7 successful years of experience in producing and post producing digital video content.

HIGHLIGHTS

- Client and Creative Management
- Project Management and Bidding
- Multi-Platform Digital Marketing
- Video and Photography Production
- Studio and Event Production
- Commercial, Social Media and Documentary

PORTFOLIO

Website: <https://alexreynoldswork.wixsite.com/producerwebsite>

LinkedIn: <https://www.linkedin.com/in/alexandra-reynolds-1987prod/>

EXPERIENCE

Video Producer & Post Supervisor | Loma Media | Nashville, TN

May 2022 – May 2023

Sept. 2019 – March 2021

- Lead company video producer and project manager on various extensive marketing campaigns to support on time delivery of digital media content in a variety of formats, while managing and adhering to budgets in excess of \$15 thousand to \$500 thousand.
- Consistently recognized for expertise and clarity in logistics and project management organization. Coordinated oversight of the company's project management process; cut delivery times through proactive tracking while monitoring project timelines and evaluation of production workflows.
- Managed company's post production process for all media from initial creative engagement to final delivery across comprehensive distribution platforms including social media, website platforms and broadcast television.

Video & Photography Producer | Creative Drive | San Diego, CA

March 2021 – March 2022

- Video and photography producer on set and behind the scenes with assigned clients on multiple production workflows for video and photography projects. Led a team of creatives, editors and coordinators in the execution and development of digital and social media content from concept to delivery including oversight on custom graphic compositions.
- Managed, scheduled, created estimates and project managed an average of 3 campaign projects simultaneously, each with budgets in excess of \$300 thousand to \$1 million, ensuring a smooth and successful completion of project tasks.
- Responsible for managing and tracking usage contracts between clients and talent agencies, location agreements, releases, and other relevant production vendors / supplier negotiations.

Assistant Director | Eight East Inc. | San Diego, CA

May 2015 – March 2021

- On-set Assistant Director and Project Coordinator on numerous commercial and documentary shoots, in-studio and field production, for Good Feet and Sharp Healthcare.
- Assembled studio set design, assists in setup of multi-camera shoot and rigs lighting equipment.

Marketing Segment Producer | Panavision | Los Angeles, CA

April 2018 – October 2018

- In-house Producer for promotional shoots, creating and delivering marketable concepts and videos for Panavision's products on social media platforms and company websites.
- Acquired in depth knowledge of camera workflows, technical specs and codecs.
- Responsible for generating shoot materials including call sheets, releases, equipment lists, while managing project budget, vendor invoicing and permitting process.

Content Development Coordinator | Revelations Entertainment | Los Angeles, CA

January 2017 – April 2018

- Worked directly with the EVP and VP of Factual Programming on the development of unscripted content from its conception to its sale, as well as managing schedules on multiple-series in current production.
- Managed various production duties on television sale sizzles including budgeting and invoicing while interfacing with freelance producers, agents, talent and vendors to communicate action items regarding show creative and development.
- Prepared all creative decks and agendas for pitch meetings with networks and streaming platforms.

Executive Assistant | Revelations Entertainment | Los Angeles, CA

November 2015 – January 2017

- Handle heavy call volumes and scheduling, book executive travel, reconcile expense reports, and manage the department's monthly budget.
- Coordinate and communicate action items to current production/post production staff to ensure completions of deadlines.
- Facilitate the department's day-to-day development slate, track legal agreements, log submissions, and oversee departmental administrative duties.

PROGRAM PROFICIENCIES

Platforms: MAC / PC

Workflows: Google Suite, Frame.io, Dropbox, Asana, Trello, Vimeo

Tools: MS Outlook, Word, Excel, PowerPoint; Apple Keynote; WorkMarket; Function Point, Workfront, TeamGantt

Communication: MS Teams, Zoom, Skype, WhatsApp, Slack

Software: Final Cut Pro, Adobe Acrobat Pro, HTML, WiX

Soft Skills: Problem solving, Communication, Creative Ideation, Research and Development

EDUCATION

Master of Art: Television, Film and New Media (2015)

San Diego State University, San Diego, CA

Bachelor of Art: Theater, Film and Dance (2010)

Humboldt State University, Arcata, CA

CREDITS

Producer & Post Supervisor

22nd DAA of CA | San Diego County Fair Commercials | 2020, 2022, 2023
Willson | Ultra V4 Racket Commercials | 2022
Maybelline | Vinyl Lip Ink Social Media Launch | 2022
L'oreal | SkinCeuticals Social Campaign | 2022
Hewlett Packard | HP Securities: Webinar Event | 2022
Hewlett Packard | HP Collaborate: Webinar Event | 2021
Accenture Interactive | Experience Matters with Brian Whipple Web Series | 2021
WWI Centennial Commision | WWI Memorial Live Stream Event | 2021, 2022

Assistant Director

Sharp Healthcare | Sharp Healthcare Commercials | 2018, 2019, 2020, 2021, 2022
22nd DAA of CA | San Diego County Fair Commercials | 2020, 2022, 2023
Good Feet | Good Feet Commercial Campaigns | 2016, 2017, 2018, 2021

Project Coordinator

National Geographic | Story of God with Morgan Freeman, Season 2 | 2017
Food Network | Food, Fact or Fiction, Season 3 | 2016, 2017, 2018
Sharp Healthcare | Stories of the Sharp Experience, Season 13, 14, 18 | 2014, 2015, 2019

Assistant to Executive Producer

Science Channel | Through the Wormhole with Morgan Freeman, Season 7, 8 | 2017
National Geographic | Story of God with Morgan Freeman, Season 1 | 2016

Production Assistant

Science Channel | Through the Wormhole with Morgan Freeman, Season 7, 8 | 2016
CBS | The Amazing Race, Season 27, 28 | 2015
Sharp Healthcare | Stories of the Sharp Experience, Season 12 | 2013