

Laura Keseric 323.314.2586

Laurakeseric.com

laurakeseric@gmail.com

Emmy Award-winning Producer of Content & Digital Media.

Successfully Produced broadcast commercial campaigns for Fortune 500 companies such as Apple, Microsoft and Burger King. Has strong leadership, interpersonal, and collaborative skills. Possesses creative and financial expertise with savvy negotiation skills. Has the ability to inspire teams of visionary people as well as conventional thinkers to move forward with a concise plan of action. Solution Oriented Problem solver with the ability to satisfy all parties while drawing on long standing relationships in all aspects of media; Production, Editorial, Visual Effects & Music.

SR. INTEGRATED PRODUCER *Pitch* July 2014 – Present

-Currently producing Content for Digital production.

SR. INTEGRATED PRODUCER

***TBWA/ Media Arts Lab* July 2013 – July 2014**

-Apple Advertising

SR. CONTENT PRODUCER

***Crispin, Porter & Bogusky, Los Angeles, CA* February 2011 – July 2013**

Responsible for International, multi media Microsoft Windows Phone Campaign launch. Developed creative campaign, budgeted and and shot celebrities around the world. Oversaw post production which was completed primarily in After Effects, 3D and 4D Cinema. Delivered content in all media formats including 3D, cinema, digital, OOH and traditional commercials.

DIRECTOR OF INTERGRATED PRODUCTION

***Y&R West, Irvine, CA* February 2005 – February 2011**

-Managed the Commercial Broadcast, Digital Production & Business Affairs Department at WPP
-Introduced Social Media ideas and campaigns to existing clients to diversify their brand.
-Managed a team of experienced producers and continually strive to match skill levels and individual talents with client projects to produce exceptional work
-While managing challenging Digital Budgets, consistently deliver high-end cohesive, interactive campaigns.

AGENCY PRODUCER

***Ogilvy & Mather, Los Angeles, CA* November 2000 – February 2005**

-Orchestrated numerous commercials from conception to final while staying within budget.
-Maintained the delicate balance between agency and client. Provided solutions that were satisfactory to all parties in order to deliver the best possible commercials

B.A. University of Iowa 1995

