

Laura Keseric

laurakeseric.com

323.314.2586

laurakeseric@gmail.com

Accomplished, award-winning Executive Producer of Broadcast Content & Digital Media. Successfully Produced hundreds of commercials campaigns for Fortune 500 companies such as Mattel and Toshiba. Has strong leadership, interpersonal, and collaborative skills. Executes in multiple formats including digital and social media, video content & new business. 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. 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

EXECUTIVE PRODUCER / DIRECTOR OF INTERGRATED PRODUCTION

Young & Rubicam Brands, CA

February 2005 – Present

- Currently managing the Commercial Broadcast, Digital Production & Business Affairs
- Introduced Social Media ideas and campaigns to existing clients to diversify their brand.
- Manage 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.

SENIOR AGENCY PRODUCER

Ogilvy & Mather, Los Angeles, CA

November 2002 – February 2005

- Orchestrated entire commercial packages from conception of ideas to final layoff 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.
- Provided an arena of comfortable, open communication between agency and vendors allowing multi-faceted projects to run efficiently.
- Demonstrated dedication to agency by pitching new business while sustaining existing client relationships.

PRODUCER/PRODUCTION MANAGER FOR COMMERCIALS AND MUSIC VIDEOS

Oil Factory, Propaganda Los Angeles, CA

September 1998 - November 2002

- Responsible for bidding and budgeting commercials and music videos. Drawing on extensive knowledge of film making costs and requirements.
- Managed professional teams of 60+ to perform their individual tasks on projects from conception to post.
- Formed and maintained relationships with Executive Producers and Directors based on consistent, efficient and economical work.
- Recruited and hired vendors and crew to assist in project by negotiating deals with diplomacy and integrity.
- Promoted through a series of progressive positions in the commercial and music video industry.

RECORD LABEL MARKETING REPRESENTATIVE:

Sony Music, Chicago, IL

May 1993 – April 1996

- Developed creative marketing strategies with store managers in order to promote current record releases in conjunction touring bands.
- Created solid relationships with various vendors by possessing extensive knowledge and consistent enthusiasm regarding company products.

EDUCATION:

B.A. English Literature & Art History - University of Iowa, 1993
Oxford University, Hertford Collage, Oxford England 1992

