

# LISA STEIMAN

*lisasteiman@gmail.com*  
*cell: 917-455-2148*

*Broadcast Producer*

*250 West 93rd St., Apt. 14B*  
*New York, NY 10025*

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## PROFESSIONAL HISTORY

**GOOGLE CREATIVE LAB / WORKFORCE LOGIC** New York, NY

*3/09–present*

### ***Freelance Broadcast Producer***

*Accounts:* AdWords 3, Chrome, Building The Record, g-mail viral video, YouTube Democracy Video Challenge, Search, Enterprise, Favorite Places, How Google Works.

- Manage all video/film production in the Creative Lab from concept to final delivery.
- Act as liaison between Marketing Managers, Executive Producer, Creative, and Vendors to achieve the highest production quality, while upholding the standards of the Creative Lab for the best value possible.
- Generate production specs, SOW/TVC forms, estimates and accruals.
- Coordinate production schedules to ensure that deadlines are met.
- Monitor budgets.
- Work with Google's legal department to issue contracts, conduct overscale negotiations, and ensure rights clearance and licensing compliance.

**MOTHER** New York, NY

*10/08–3/09*

### ***Freelance Producer***

*Accounts:* Dell, K-Y, New Balance.

- Managed production of commercials from concept to completion.
- Liaised between clients, vendors, agency creative and account managers.
- Researched suppliers, including Directors, Editors, and over scale music.
- Bid, estimated, and executed contracts.
- Supervised shoots, edits, and all post-production.

**ENFATICO** New York, NY

*6/08–10/08*

### ***Freelance Content Producer***

- Established production processes for Enfatico Worldwide, Dell's global integrated advertising agency, in conjunction with the agency's General Manager, Creative Director, and CEO.

**OGILVY** New York, NY

*11/01–4/08*

### ***Executive Producer, Senior Partner***

*Accounts:* Morgan Stanley, Kodak, Sprite/Fanta, Tribeca Film Festival, Ford Motor Company, Six Flags.

- Interfaced with Clients, produced commercial shoots for global integrated brands from concept to completion.
- Worked with Clients, Accounting, and Production Consultants to establish and maintain production processes.
- Worked with Creative Directors to support and ensure the creative vision of their concept.
- Supervised and mentored the Senior Producers, Producers, Assistant Producers, Coordinators and Business Managers in my group, to ensure that all production was completed successfully.
- Collaborated with Account Managers to coordinate shooting schedules and budgets, and estimate project manpower hours for billing.
- Worked with Product Managers, Art Buyers, Print Producers and Account Management to ensure synergy for all integrated campaigns.
- Established new vendor relationships, cultivated existing relationships.
- Created production guidelines for the Kodak account.

- Implemented hiring practices to promote diversity among Kodak production vendors.

**OGILVY** New York, NY

11/98–11/01

**Senior Producer, Partner**

*Accounts:* IBM, American Express, Motorola.

- Executed broadcast commercial shoots from concept to completion on the IBM, American Express, and Motorola accounts, under the supervision of the Executive Producer.

**OGILVY** New York, NY

4/96–11/98

**Senior Producer**

*Accounts:* IBM, American Express, Duracell.

- Executed all commercial production from concept to completion, under the supervision of the Executive Producer.

**BBDO** New York, NY

3/92–4/96

**Senior Producer**

*Accounts:* Pepsi, Pepsi International, Dupont, Frito Lay.

- Produced broadcast commercial shoots from concept to completion.

**BBDO** New York, NY

3/89–3/92

**Producer**

*Accounts included:* Pepsi, Pizza Hut, SmithKline, Campbell's.

- Executed broadcast commercials from concept to completion.

**BBDO** New York, NY

6/87–3/89

**Assistant Producer**

*Accounts:* Lever Brothers, Pizza Hut, HBO, Best Foods, Federal Express, Gillette.

- General support to producers.
- Completed editorial for broadcast commercial production.

**BBDO** New York, NY

2/87–6/87

**Production Secretary**

- Worked with Producers and Executive Producers in all administrative capacities.

**GROUP W SATELLITE COMMUNICATIONS** Stamford, CT

6/85–2/87

**Production Assistant**

- Assisted in all areas of broadcast studio production for the show "Mother's Day with Joan Lunden," for Lifetime Television.

**CABLEVISION** Bridgeport, CT

6/83–6/85

**Production Assistant**

- Worked as camera operator, audio technician, and commercial insertion operator for local cable productions and advertisements.

## AWARDS & ACCOLADES

**"Mitchco" (IBM)** – Merit, Andy, National Addy, NY Addy, Adweek Best Spots; also Art Director's Club Best Of Show (part of campaign), Gold Icon, IBM Mobius

**"Therapy" (IBM)** – Bronze Icon, Platinum Icon (as part of campaign), Best Of Show Icon (as part of campaign), Adweek Spots Of The Month

*continued*

“Trannie” (Tribeca Film Festival) – D&AD, Cannes Bronze Lion, One Show, Merit  
 “Cindy Crawford” (Pepsi) – Cannes Gold Lion, USA Today Admeter & Number 1 Spot USA Today  
**AWARDS & ACCOLADES—continued**  
 “Gallery” (Kodak) – Clio, LIA (London International Awards), Adweek Best Spots  
 “Wall Walker” (Dupont Stainmaster) – Clio, LIA  
 “Harlem Fencer” (IBM) – AICP Award For Visual Style  
 “Supermarket” (IBM) – Addy  
 “Pictures” (Kodak) – Effie, CA Advertising Annual  
 “Meltdown” (IBM) – CA Advertising Annual, Merit, One Show  
 “Merger” (IBM) – CA Advertising Annual  
 “Senegal Women’s Basketball” (IBM) – Adweek Spots Of The Month  
 “Coat” (American Express) – Adweek Spots Of The Month  
 “Neck Crack” (Sprite) – Adweek Spots Of The Month  
 “Vending Machine” (Sprite) – Adweek Spots Of The Month  
 “Sydney Olympics” (IBM) (campaign) – NY Addy  
 “Motorola University” (Motorola) – NY Festivals Silver

## CELEBRITIES

Worked with overscale talent negotiators and agents to negotiate fees and coordinate scheduling with the following talent for shoots/voice-over:

Cindy Crawford • Gabriel Byrne • Dr. Ruth Westheimer • Gilbert Gottfried • Esther Dyson • Dr. Joyce Brothers  
 Regis Philbin • Liam Neeson • Liev Schreiber • Lilly Taylor • Tony Roberts • Paul Newman • Tom Hanks  
 Martin Sheen • David Johansson • Pharrel Williams • Robin Thicke • LeBron James • Kobe Bryant  
 Shaquille O’Neal • Tiger Woods • Gordie Howe • Yogi Berra • Bo Jackson • Howie Long

## EDUCATION & TRAINING

**New York University, BFA** (New York, NY).

**Film/Television Production.**  
Tisch School of the Arts.

**New York University Continuing Education** (New York, NY).

Introduction to Project Management  
4/08–6/08. Enrolled in an intensive Project Management class to supplement my skills as a Producer.

## EXTRA-PROFESSIONAL ACTIVITIES

Mom to two teenage sons.

Volunteer for The Incarnation Children’s Center (home for children with AIDS), to help fund and raise awareness of the center.

Produced a PSA for Veterans.org a non-profit organization established by Fred Wilpon, owner of the New York Mets to help Veterans of the Iraq and Afghanistan war gain employment.

Member of the Moth (non-profit story telling organization).

Skiing, biking, travel (every continent excluding Antarctica), reading.

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## **REFERENCES**

### **Sadie Marcello**

Managing Partner, Group Account Director  
*Gotham*  
212-414-7009  
*sadie.marcello@gmail.com*

### **Terry Finley**

Executive Creative Director  
*Ogilvy*  
212-237-4000  
*terry.finley@ogilvy.com*

### **Chris Curry**

Executive Creative Director  
*Ogilvy*  
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