

# Kristin Loudis

## Senior Creative Producer

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I am a creative, innovative and detail-oriented professional leader with extensive experience in media, creative development, and production management. Skilled in coordinating multiple aspects of projects, from pre-production to post-production while employing gut instincts and intuition. An extremely visual, creative producer with a deep understanding of technical and artistic aspects of film, television, advertising, and numerous media formats. Well-versed in overseeing project concepts and ideas, managing budgets and schedules, hiring and directing creative teams, and ensuring the final product meets the highest quality standards and project goals. God is in the details.

### Technical Proficiencies & Skills

**Media:** National TV & Radio Commercials, Branded Content, Short & Feature Films, Print Production/Photography Audiobooks, Documentaries, Digital & Social Media, Corporate Video & Film, Live Events, Web Design

**Software:** Adobe Creative Suite: Photoshop, InDesign, Illustrator, Lightroom, WordPress, MS Office, Google Docs, Google Meet, Zoom, Slack, FileMaker, Movie Magic Budgeting, Movie Magic Scheduling, Final Draft

**Expertise:** Content Development, Project Management, Photography, Script Creation, Editing, Graphic Design

### Accomplishments

- Creatively managed projects with ~\$2M budgets and appropriated legal signatures for SAG, bids, and contracts.
- Visualized the best solutions to bring projects to life by researching and creating relationships with top production partners under budget and scheduling constraints. Anticipates problems with a positive, upbeat personality to motivate any team.
- Produced a small-budget TV commercial campaign for Nike because of relationships with A+ vendors, with a minuscule budget that won every award in the industry, including Clio Hall of Fame, Grand Prix Lion, One Show, and SF Show.
- Served as Associate Producer, Line Producer, Post Producer, Production Manager, Location Scout, and Still Photographer throughout the 3-week-long production of an indie feature film during the dead of winter in Denver, CO.

### Career Experience

#### Senior Producer

2013 - Present

*On Brand/AMEX, BBH-NY, Known, IMM, Citizen Pictures, Pilgrim Advertising, Pixeltry, Riposte, Smith Design Office.*

Denver, CO

Served various key clients, such as American Express, Audible, LinkedIn, Chili's, Amazon, Connect for Health CO, Justin's, Level 3 Communications, and Xcel Energy. Develop TV commercials, branded content, documentaries, and corporate videos for advertising agencies and film production companies.

- Led all facets of film production for 2x 20-minute short films and 3:00 short film trailer, from creating scripts to casting top performance talent. Oversaw production process, hired cast and crew, and coordinated hair and stylist pre-pro sessions. Determined and secured locations, wrote contracts, deal memos and oversaw post-production with editor, colorist and author through completion.
- Developed 40 individual videos of animation, motion graphics, archival footage, and documentary interviews while managing artists from numerous global regions, from New Mexico and New York to Barcelona and Buenos Aires, in celebration of Chili's 40th anniversary for a 1-hour documentary. Acted as agency Producer in replacement of original Producer during mid-stream; met and exceeded clients' expectations by delivering exceptional results.

- Produced a 12-hour audiobook through close coordination with a novelist; nationally cast over a dozen VO character actors to narrate and record 500+ pages. Broke down the book into chapters and utilized SFX, original, and stock music to complete the audiobook through collaboration with the author and audio mixer. "Escapement" is a top-selling audiobook on Amazon.

## Instructional Producer

2013 – 2015

Craftsy | Denver, CO

Directed on-screen talent and production team in-studio and on-field shoots. Set design, props, and wardrobe elements; shaped the production's appearance and feel. Reviewed final video for motion graphics, on-screen copy, and edit revisions.

- Enhanced personality and flair of well-renowned quilter that resulted in the best-selling class of all time.
- Produced 200+ hours of online video from content development through post-production in coordination with creative artists, including knitters, quilters, and photographers.

## Senior Producer

2010 – 2013

*Palm+Havas, Shilo TV, Mendelshon Zien, MOST Agency, West Studios, ES3, Impatto* | Los Angeles, San Diego, Detroit

Managed and oversaw the production of commercials, branded content, motion graphics, and long-format videos. Developed project roadmap, outlined budget and timeline, and ensured appropriate allocation of resources. Drove production excellence through coordination with clientele.

- Produced compelling content for several large clients, such as Carl's Jr., FIAT, KIA, Michelob Ultra, MLK Foundation, NAR, and Seroquel XR.

## Additional Experience

**Senior Broadcast Producer**, Cramer-Krasselt | Phoenix, AZ

**Clients:** Toyota, MGM Grand, Salt River Project, IIA College

**Creative Services Manager**, Lambesis | Carlsbad, CA

**Client:** Campari

**Producer & Production Manager**, Front Range Films, Integer Group, TDA, 48-Hour Film Project | Denver, CO

**Clients:** Coors, Chipotle, Independent feature & short films

**Executive Producer**, BOB (Brief Original Broadcasts) | Denver, CO

**Producer**, Goodby, Silverstein & Partners, Hal Riney & Partners, Venables, Bell & Partners, Publicis, JWT, Saatchi & Saatchi, GSDM, Butler, Shine & Stern, Ketchum, Leagas Delaney, Y&R | San Francisco, CA

**Clients:** Nike, Southwest Airlines, Starbucks, Chevron, Hewlett Packard, Mirage Resorts, Old Spice, PBS, See's Candies, TCI, Umbro, Wells Fargo, Alamo

## Education

Bachelor of Arts (Journalism/TV & Radio Production)

Colorado State University | Ft. Collins, CO

Graphic Design Adobe Suite (Certificate)

Palomar Community College | San Marcos, CA

## Awards & Film Festivals

Emmy, Grand Prix Lion, Clio Hall of Fame, Clio, ADDY, International & National Andy, Communication Arts, Creative Radio, New York Festival, Amazon.com Short Film Finalist, SF Show, One Show, Crested Butte Festival, Phoenix Film Festival, Omaha Film Festival, Underexposed Film Festival, LGBTQ Poland Film Festival, Worldfest Houston International Film Festival, Toyko Lift-Off International Film Festival, deadCenter Film Festival, OutSouth Queer Film Festival, Kaleidoscope Film Festival, Sioux City Film Festival, Cinema Diverse Palm Springs, Flickers Rhode Island Film Festival