

# Kristin Loudis

## Senior Creative Producer

303-909-5760 • [kloudis@mac.com](mailto:kloudis@mac.com) • [kristinloudis.com](http://kristinloudis.com) • [linkedin.com/in/kristinloudis/](https://www.linkedin.com/in/kristinloudis/)

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### Professional Summary

Award-winning Senior Producer with 20+ years of experience leading end-to-end creative development and production for national commercials, branded content, documentaries, and digital media. Known for delivering high-impact campaigns for global brands including Nike, American Express, Audible, and LinkedIn. Expert in managing multimillion-dollar budgets, building high-performing teams, and driving projects from concept to final delivery across diverse media formats. Creative storyteller and strategic thinker who thrives in fast-paced, high-stakes environments. Emmy and Clio Hall of Fame honoree.

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### Core Competencies

Project Leadership • Content Development • Budget & Timeline Management  
Cross-Functional Team Management • Talent Direction • Motion Graphics & Animation  
Voiceover Casting • Multi-Platform Campaigns • Adobe Creative Suite • Audiobooks

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### Professional Experience

#### Senior Producer

*Various Agencies & Clients | Denver, CO | 2013-Present*

Agencies: AMEX/OnBrand, BBH-NY, Known, Citizen Pictures, IMM, Pilgrim, etc.

Key Clients: American Express, Audible, LinkedIn, Amazon, Chili's, Xcel Energy, etc.

- Led creative and logistical execution for integrated campaigns with budgets up to \$2M+
- Delivered commercials, branded content, and digital storytelling projects from pre-pro through post production
- Managed SAG contracts, union talent, and legal approvals; directed crews across remote, hybrid, and on-site shoots
- Produced award-winning content including Nike's Clio Hall of Fame spot
- Developed motion graphics and animated content in collaboration with global design teams
- Cast and produced a 12-hour audiobook with 12+ national VO actors, SFX, and original music
- Built strong client relationships and ensured on-time, on-budget delivery with exceptional results

## **Instructional Producer**

*Craftsy | Denver, CO | 2013-2015*

- Produced 200+ hours of instructional video content for one of the platform's top-selling classes
- Directed talent, oversaw art direction, and managed editing, graphics, and final delivery
- Brought distinctive brand personality to video, contributing to record-breaking class performance

## **Senior Producer**

*Freelance - Agencies across CA & MI | 2010-2013*

- Managed production for broadcast and digital content with Shilo TV, Palm+Havas, MOST Agency, and others
- Oversaw branded campaigns, motion graphics packages, and long-format storytelling
- Clients included automotive, fashion, tech, and consumer brands

## **Producer**

*Goodby, Silverstein & Partners, Publicis, JWT, Saatchi & more | San Francisco, CA*

- Produced campaigns for Nike, Starbucks, Toyota, Wells Fargo, and PBS, etc.
- Balanced creative vision with tight production schedules and agency/client collaboration
- Managed vendor contracts, locations, and post-production workflows

## **Producer / Production Manager**

*Front Range Films, Integer Group, 48-Hour Film Project | Denver, CO*

- Led independent film and commercial productions for clients including Coors and Chipotle
- Oversaw casting, crewing, scheduling, and full wrap process

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## **Education**

**B.A. Journalism / TV & Radio Production** - Colorado State University  
**Certificate in Graphic Design & Adobe Suite** - Palomar College

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## **Awards & Film Festivals**

**Major Industry Awards:** Clio Hall of Fame, Emmy, Grand Prix Lion, One Show, ADDY, ANDY, New York Festival

**Film Festivals:** Denver, Phoenix, Palm Springs, LGBTQ Poland, Out South, Sedona, Flickers Rhode Island, Worldfest Houston, Tokyo Lift-Off, Dead Center, and more