

JACQUELYN ZEMAN

producer / creative team leader

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SUMMARY

Creative leader with 8 years of extensive experience in all facets of commercial production and project management within an advertising and public relations agency setting. Can serve as a project manager or an agency, line, field and post producer. A shepherd of the work, champion of creative, and a defender of the bottom line. Personal passions in client relationship building and winning new business.

Clients: AbbVie, Aimmune, Astellas, AstraZeneca, Bausch & Lomb, Bristol Myers Squibb, City of Hope, CVS, Exact Sciences, Evofem, Galderma, Genentech, GlaxoSmithKline, Ipsen, Intercept, IMiDomics, Janssen Pharmaceuticals, Johnson & Johnson, KOWA Pharmaceuticals, Madrigal, Merck, Otsuka, Organon, Pfizer, Seqirus, Takeda, Verily, Wente Wine.

Skills: Budgets, Creative Strategy, Healthcare Communications, Managing Up and Down, New Business Development, Pitch Development, Podcast Production, Project Management, Public Relations, Storytelling, Team Leadership, Video Post-Production, Video Production, Writing.

Software: Adobe Creative Cloud (Bridge, After Effects, Photoshop, Premiere) Canva, ChatGPT, Frame.io, Google Suite, Microsoft Suite, Monday.com, Notion, Openreel, Slack, StudioBinder, Workfront, ZoomInfo.

PROFESSIONAL EXPERIENCE

Real Chemistry (W2O Group)

Remote

Associate Director, Video Production

10/2022 - 11/2023

- Managed video production intake for 600+ projects/year as primary point of contact for agency's video department.
- Distributed and assigned the workload for the 10-person production team. Organized delegation of tasks, wrote staffing plans, schedules, and logistical planning for the execution of each project.
- Developed multi-million dollar budgets for dozens of projects each week. Ensured projects were delivered under budget and on deadline. Negotiated costs regardless of budget size.
- Maintained relationships with 20+ agency departments and 100+ clients to bring in new video work.
- Assisted with post-production process. Worked with internal staff editors and post houses to deliver finalized work.
- Oversaw vendor relations for 60+ contractors and freelancers; scouted new vendors, developed vendor contracts.
- Ran casting process for dozens of projects. Collaborated with talent (executives, patients, influencers, actors) and their agents and stakeholders.
- Utilized knowledge of SAG regulations to ensure seamless on-set operations.

Remote

Senior Manager, Video Production

04/2021 - 10/2022

- Supervised production of 30+ multi-city video projects for corporate and testimonial videos, PSAs, commercials and social media content.
- Developed and implemented a system for managing the intake of 600+ yearly video projects across the agency in Workfront.
- Onboarded and managed video team activating Workfront.
- Wrote and managed budgets (\$2k-2M) and timelines for video projects.
- Produced multiple shoots around client announcements and medical conferences in Europe; managed local crew onsite and oversaw post-production for deliverables.
- Partnered with account and creative teams to write scripts for video content.
- Assisted head of post-production with media management and distribution of work for 8 full-time editors and dozens of freelancers.
- Supported C-Level executives in implementing video strategies for the rebranding of W2O Group to Real Chemistry.

San Francisco, CA

Manager, Video Production

04/2019 - 04/2021

- Facilitated virtual production over Zoom, OpenReel and managed innovative, socially distant production methods to capture content during the COVID-19 pandemic.
- Planned logistics and schedules of remote shoots, coordinating agency and client virtual participation and managing on-site crew and talent.
- Served as onsite producer and agency representative at Pfizer, for the client's 'Day 1' release of their COVID-19 vaccine. Produced and edited broll package for use across 40+ media outlets and a National Geographic documentary project.

San Francisco, CA

Associate, Video Production

07/2018 - 04/2019

- Field-produced a number of shoots, coordinated on-site crews, talent, client and agency colleagues.
- Edited 40+ projects from start to finish in Adobe Premiere Pro and ensured timely delivery on tight deadlines.
- Assisted with the execution of numerous mantra pitch video edits for the senior creatives at the agency.

San Francisco, CA

Account Associate, Public Relations

11/2017 - 07/2018

- Served as project manager for multiple accounts in the healthcare sector. Managed scheduling and resource allocation. Worked as the primary point of contact for clients.
- Executed daily media monitoring reports. Coordinated efforts with investor relations and legal teams.

EDUCATION

Bachelor of Applied Arts: Integrative Public Relations and Advertising

Mount Pleasant, MI

Central Michigan University, 2017

- Lem Tucker Scholar: full-ride scholarship from CMU's School of Journalism.
- Studied abroad in Morocco and England.