

Joyce Walker

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Web Producer | Project Manager

CAREER OBJECTIVE

To apply my solid knowledge and experience in production to the interactive and web world.

AREAS OF EXPERTISE

Developing Accurate Budgets	Traffic Dept Management	Managing Creative Resources
Determining Realistic Schedules	Business Affairs	Leading Collaborative Processes
Supervising On-set Production	Developing Systems	Excellent Written & Verbal Client
Post Production Supervision	Developing Vendor Relationships	Communication/Relation Skills
Licensing and Royalties	Negotiating Contracts	Master Problem Solver

PROFESSIONAL EXPERIENCE

❖ Freelance Web Producer | Project Manager | San Diego | 2009-present

Producing variety of websites using Dreamweaver and CMS website development systems.

Responsibilities include: overall scope and analysis of projects; content generation, editing, proofreading, and copywriting; asset management; photo research, sizing, prep and optimization; overall website design and architecture; custom template design; production schedule; budget determination; site testing and SEO.

❖ Gallery of websites located at: www.tvadmaker.com/web_producer.

❖ Freelance Post Producer | Los Angeles & San Diego | 2009-present

Providing production supervision for variety of post production, visual effects houses and broadcast design firms. Includes creating accurate schedules and budgets, determining proper pipeline and workflow, resource management (both internal and freelancers), asset management, clearances (including talent, artwork, fonts, music, etc.), and coordinating efforts between all collaborators in order to consistently deliver the final product on-time, to spec and under budget

Shilo	EA Sports Active 2 Syfy Network	24-spot package + web video content WWF Smackdown
Oishii Creative	NFL Network	10-spot package + web banner campaign
Big Machine	Nike State Farm Nuvo TV Nat Geo Style Network E! Network Animal Planet	Los Fearless Score with a Song online campaign Entire network rebranding Exploriosity Mad Fashion Momster of the Bride Valspar

❖ Broadcast Production Manager | vitrorobertson San Diego CA | 2004-2009

Supervised all phases of production for all broadcast and web projects. Built broadcast department from ground up: devised and implemented all structures and systems; initiated Business Affairs department; oversaw Traffic department and created and managed in-house editorial department.

(continued) ❖ **Broadcast Production Manager | vitrorobertson San Diego CA 2004-09**

Clients:

IHOP	heavy retail with 100s of lifts and versions
Baskin-Robbins	heavy retail – TV, radio, intranet videos
Yamaha Watercraft	TV, sales meeting videos, web videos
Asics Footwear	TV, radio, sales meeting videos, virals
Kyocera Wireless	TV, webisodes, virals, microsite
Cobra Golf Clubs	TV, sales meeting videos, virals
Newcastle Brown Ale	Radio, sales meeting videos

❖ **Freelance Agency Producer | Seattle & Los Angeles | 1990-2004**

Dailey & Associates Safeway
13 month permalancer Northwest Ford Dealers

WONGDOODY Alaska Airlines
5 year permalancer Seattle Sonics
Jenny Craig
Fox SportsNet
Partnership for a Drugfree America
Miami Heat
K2 Skis
FX Network
MGM Interactive

Originated, managed and grew WONGDOODY's production department from \$3M to \$46M/year. Produced virtually all their radio and TV spots including the Seattle Sonics campaign which won over 35 top awards.

R.I.P. Agencies Ben Bridge Jewelers
Boston Market
Tempur-Pedic
Washington State Lottery

AWARDS

Over 70 local, regional, national and international awards including Cannes Golden Lion, London International Advertising Festival Best of Show, Clios, Andy Awards including the \$50,000 Grandy Award, Effies, ADDYs, New York Festivals, One Show Golds, D&AD award, Promax, AdWeek's Best Spot of the Year and more.

EDUCATION

BS in Mass Communications/Advertising, University of MN/ Moorhead, MN
Ongoing enrollment in continuing education courses to maintain Adobe CS4 skills

SOFTWARE PROFICIENCIES

Microsoft Office Suite | Mac Proficient
Adobe Creative Suite (CS4)
Knowledge of CSS | HTML | Content Management Systems

DEMO REEL and WEBSITE

View website projects and TV commercials at: www.tvadmaker.com