

Ree Whitford

Producer

818-424-9988 cell reewhitford@gmail.com

With twenty years experience in producing, estimating, actualizing, and managing commercial productions, I take on projects with confidence grounded in an understanding of the entire process. Having worked as line producer or agency producer on over 500 commercials and web based media, I have a unique understanding of commercial/web production including: costs, technical requirements, crews, unions, equipment, and how to facilitate communication between production companies, advertising agencies, and clients.

Agency Producer: Commercials & Web media

From Directors search and estimating through postproduction including extensive digital effects, CGI, motion graphics and music.

CLIENT	DIRECTOR/PRODUCTION CO	AGENCY
Hot Wheels/Star Wars Two campaigns	James Wahlberg/The Cavalry Totaling 36 spots	In-house at Mattel
The Barbie Project for Mattel	Erin Heidenrieck & Bristol Baughan/Brainwash	Marcom/Firedrill
ARIA Hotel	Jon Gwyther/Luscious Intl	SKG
Oasis Legal	John Vanover/Euro Edge	Euro RSCG
Mitsubishi	Doug Taub/Millennium Pictures	BBDO
Norwegian Cruise	Richard Taylor/Rhythm & Hues	Kaiser Marketing
Suzuki Aerio	David Darby/County Line Films	Colby & Partners
Marconi	Erick Ifergan/The End	Athorn Clark
CarOrder.com	Sean Mullen/Headquarters	TFA/Leo Burnett
ESPN	Jim Bohn/Sea Level	Ground Zero
Mitsubishi	Leslie Dektor/Decktor Higgins	G2
Mitsubishi	Brent Thomas/Coppos Thomas	G2 5 spot pkg
Eclipse	John St. Clair/Onesuch Films	G2
Galant	Stan Scofield/Scofield Films	G2
Hyundai	STM/Mark Woods	Bates USA West
Eclipse	Mikael Solomom/GMS	G2 5 spot pkg

Line Producer: Commercials (& more)

Saville Productions: Martin Campbell~Fedex~BBDO, NY
Saville Productions: David Harner~McDonald's~ Burrell, Chicago
Believe Media: Richie Smyth~Vodafone~DDFH&B, Dublin
Sticks + Stones: Jerry Brown~Make a Wish~Kaplan Thaler
Jerry Brown~Breast Cancer PSA~Radarworks
Paranoid US: Richie Smyth~Norfolk Southern~JWT
Imaginary Forces: Adam Bluming~Ninetendo~Leo Burnett
Moxie Pictures: Danny Levinson~Wells Fargo~Ogilvy
AList LLC: Tricia Caruso~Lipitor~Unit 7 & ~Claritin~Ogilvy

Professional Expertise

Financial analysis of creative projects
Solid technical understanding of HD & film production
Expert creative & financial negotiator
Skilled analysis of vendor effectiveness
Excellent writing & communication

Other

Member: Directors Guild of America ~ First AD/UPM
Winner: LA Emmy, "A Community of Caring", Director-Producer
Computer literate: Excel, Point Zero, Power Point, File Maker Pro etc.

References

Shannon Andersson, Mattel/310-940-9593
Tim Cirrintino, Mattel/ 310-200-1767
Mike Davison, Innocean USA/ 310-990-5836