

KOLBY SLOCUM

914.489.3554 • kolbyslocum@gmail.com • [LinkedIn](https://www.linkedin.com/in/kolbyslocum) • kolbyslocum.com

EXECUTIVE PRODUCER | CREATIVE CONTENT PRODUCER | HEAD OF PRODUCTION

Award-winning executive producer with experience creating and directing outstanding broadcast, digital, and experiential advertising for global brands and top agencies. A dynamic leader known for building and developing talented production teams that succeed in fast-paced, deadline-driven environments. Strategic storyteller with a passion for solving complex marketing problems by leveraging customer insights and delivering compelling content, regardless of budget or timeline. Exceptional communicator and presenter who brings clients, creative teams, and brand managers together to produce impactful integrated campaigns that increase ROI and agency profitability.

EXPERTISE

Agency Leadership | Content Strategy & Development | Digital & Experiential Marketing | Broadcast & Video Production Management | Directing | Budget & Vendor Management | Creative Strategy | Operations & Process Improvement | Data Analysis & Insights | Program & Project Management | Presentations & Proposals | Training & Mentoring | Live Television Production | New Business Pitches

EXPERIENCES

FREELANCE | New York | 2018 – Present

Executive Producer / Manager / Production Consultant

Technology Humans And Taste (THAT), Eko, Walmart, APR, PepsiCo, Frito-Lay, Quaker, Gatorade, Hershey, 7-Eleven, GE, Henkel

- Helping global agencies, brands, and in-house teams navigate the convergence of traditional and digital production as an executive producer, project leader, and production consultant.

ADVERTISING PRODUCTION RESOURCES (APR) | New York | 2018 – 2023

Managing Advisor, Content Creation

Frito-Lay, PepsiCo, Hershey, Atlassian, 7-Eleven, Gatorade, Quaker, Tropicana, Lay's, Cheetos, Doritos, Tostitos

APR guides brands on how best to produce their marketing content and brand experiences.

- Served as a strategic partner to marketers and agencies in the creative development process, including proactively sharing recommendations relative to production approaches/options, flagging potential risks, and providing alternative solutions and cost and process efficiency opportunities.
- Managed a team of six subject matter experts comprising expertise in broadcast, visual effects, social, and digital production.
- Collected and analyzed data to track production spend and identify production trends and opportunities to optimize a brand's content creation ecosystem.
- Digital and Emerging Technology Discipline Lead.

VML | New York | 2015 – 2018

Executive Producer / Head of Production VML New York

Motorola, LEGOLAND, Chevron, International Olympic Committee, Special K, Dell, Shiseido, Tyson Foods, Miami Tourism, NBA, New Balance, ORB Vitamins, United Nations, AMC Networks

Established a profitable production division, overhauled the project management function, and transitioned the capabilities of the New York office into an award-winning, sought-after broadcast and experiential offering within the holding company. Directed and mentored a team of seven project managers and two producers while being a hands-on leader for a multi-disciplinary production department.

Executive produced broadcast, digital, experiential, mobile, and integrated content while directing video and post-production for social.

- Grew team by 42%, helping to solidify VML's most successful year in its 25-year history.
- Collaborated with agency leadership to increase business by 19% on top of three consecutive years of double-digit growth.
- Partnered with senior management to revamp success metrics for profitability resulting in higher client satisfaction and employee retention.
- Executive produced content that helped the New York office achieve global recognition and awards for the very first time.

STORY WORLDWIDE | New York & Seattle | 2013 – 2015

Head of Integrated Production

Beech-Nut, ARRIS, Unilever, Popsicle, Suave, Bertolli, BD Worldwide, WGN America, USA Network, FXX, RCI, Lexus, Trulia

Managed and mentored a team of six integrated producers while leading a multi-disciplinary production department of 18 in New York and Seattle. Executive-produced content for multiple channels, including broadcast, web, and mobile. Directed video and post-production for social and digital activation while executing all related business affairs and talent management duties.

- Built and staffed an internal production division, Story Films, which offered video and motion graphics production for broadcast, social, and digital distribution.
- Successfully implemented an integrated production workflow for video, broadcast, web, mobile, and point-of-sale global campaign tactics.
- Developed and negotiated large project estimates, statements of work, project plans, and change orders for existing and prospective clients.

TRIBAL WORLDWIDE | New York | 2010 – 2013

Executive Producer

Alcon, Viacom, Hiscox Insurance, H&R Block, ExxonMobil, CHPA, Pfizer, Children's Advil, NFL, The Lunchbox Fund

Executive produced broadcast, web, mobile, and integrated content for 10+ agency clients. Managed an operating budget of \$4 million and directed video and post-production for industrial, digital, and social activation.

- Managed operations for several global campaigns, including auditing, budgeting, forecasting, scheduling, financials, and billing.
- Oversaw multiple client relationships, production teams, and three integrated producers.

DIGITAS HEALTH | New York | 2010

Associate Director, Project Management (Contract)

Novartis

Developed resource plans by working with capability project leaders to ensure appropriate staff throughout each project phase.

- Managed the Novartis patient adherence pilot program for hypertension built around mobile devices and email communication.
- Proactively adjusted budget and resources, as appropriate, in accordance with scope.
- Guided team in mitigating regulatory risks with a solutions-based approach.

FCB HEALTH | New York | 2010

Producer (Contract)

Cephalon, Roche, Janssen (Johnson & Johnson)

Oversaw project pre-production, including storyboards, casting, talent direction, and post-production (editing, motion graphics, art buying, and media encoding). Acted as production liaison for the FCB digital media division between client engagement and creative teams. Managed all phases of production on extremely lean budgets.

- Produced the inaugural Cephalon NUVIGIL national radio commercials for terrestrial and online broadcasts.
- Created and maintained budgets and production schedules while negotiating music/art usage rights, vendor contracts, freelancers, and SAG-AFTRA talent.

AWARDS

Cannes Lions, D&AD, ADC, One Show, Clio, Webby, El Ojo de Iberoamérica, Ciclope, LIA, Communication Arts, Project Isaac, Facebook, Jay Chiat, New York Festivals, FWA, Ad Age Creativity, Telly, Campaign US, Bernbach, Caples, Digiday, 4A's, ADCOLOR, RX Club, AMP, Guinness World Record, Lew Wasserman MCA Fellowship

EDUCATION & TRAINING

NYU Tisch School of the Arts, BFA, Film & Television Production
Dutchess Community College, AS, Communications & Media Arts
Avid Editing Master Class, Certificate, Future Media Concepts

Final Cut Pro for Avid Editors, Certificate, Future Media Concepts
Directing Commercials, Workshop, One on One NYC
Introduction to Color Grading, Certificate, Manhattan Edit Workshop