

Profile

Passionate and innovative storyteller with extensive knowledge and experience in all areas of project management and production — film, print, radio, digital, experiential, OOH and brand identity. Self-motivated, results-driven, creative leader who loves challenges.

Areas of impact

Conceptual
Integrated Production Management
Project Management
Executive Management
Change Management
Finance & Budgeting
Profit and Growth
Business Development
Operations Management

Education

Rutgers University

Bachelor of Arts in Biochemistry

School of Visual Arts

Concentration in Graphic Design

Cooper Union

Program in Graphic Design/Photography



Website

www.franklewisproductions.com

Contact

415.269.9688

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Expertise

- Expert-level knowledge of producing content across all production disciplines — print, interactive, social media, broadcast and online video
- Manage and allocate budgets and resources
- Project Management and Creative Operations expert
- Senior-level skills as a manager of people, projects, processes and programs
- Lead high performing teams that collaborate across disciplines and departments
- Guide teams through organizational change
- Navigate organizations to gain consensus with stakeholders, peers and staff
- Strategic thinker, creative problem solver, active listener and effective communicator
- Strong organizational and time management skills
- Knack for remaining unflappable in a high-pressure, deadline-driven environment
- Ability to good-naturedly juggle multiple projects with multiple players
- Meticulous attention to detail
- Savvy computer user with a well-rounded technical acumen.
- InDesign, Photoshop, Illustrator, Acrobat, Smartsheet, Google Suite and MS Office

Employment experience

3/16–6/20

Mekanism Advertising – Content Producer

- Managed team of still, video and digital producers
- Responsible for the integration of all production services
- Responsible for budget management
- Responsible for managing and sourcing production companies, directors, photographers, post-production, illustrators, animators, web developers, prepress and print vendors
- Built and managed Mekanism’s design studio, print and art-buying departments
- Department realized \$2.8MM annually in profit under my leadership
- Clients: Alaska Airlines, Jim Beam, Under Armour, Nordstrom Rack, Sling TV, Muscle Milk, Pepsi, MillerCoors, Fitbit, Dropbox, Facebook and Peloton

11/15–3/16

Freelance – Producer/Operations

Executive Producer Services:

- Pre-and post-production services
- Project Management
- Bidding and negotiating budgets
- Still and Video production
- Digital content
- Advertising production
- Experiential/Event, Print/OOH and Retail production

Operations and Financial Services:

- Process and maintain financials
- Human Resources
- Authoring Scope of Work documents
- Monthly financials – 30% Annual Profitability Goal
- Building and managing teams
- Project tracking and reporting
- Client Management

7/03–11/15

Engine Company 1 – Director of Content Production and Operations

11/01–7/03

Leagas Delaney – Global Director of Creative Services and Operations

9/00–6/01

Lowe & Partners – VP, Director of Production and Operations