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michael christopher newsome

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event producer | video producer | creative producer | line producer | project manager | account manager

objective: bringing experiences to life in imaginative and impactful ways

projects: event executions, tradeshow exhibits, sponsorship activations, product launches, corporate meetings, conferences, virtual productions, live broadcasts, interactive installations, special events, live action shoots, motion graphics, static displays, pop-up installations, fabrications, signage installations, still photography, street driving tours, brand identities, sampling campaigns, sound design, webinars, rfp proposals, agency reels, etc.

expertise: budgeting, scheduling, timelines, organization, client communication, relationship management, multi-tasking, planning, logistics, execution, problem-solving, negotiation, researching, contracting, staffing, resourcing, creative ideation, team building, talent management, covid protocols, showflow, zoom, microsoft teams, slack, openreel, smartsheet, office 365 suite, keynote, google docs, etc.

work history:

self-employed	los angeles	freelance producer (all levels)	02/22 – present
the xd agency	los angeles	executive producer	04/21 – 02/22
		<ul style="list-style-type: none">o managed the end-to-end production of experiential tours, booth exhibits, remote & live action video shoots, pop-up installations, virtual productions, event executions, etc.o scoped, tracked and reconciled budgets of varying sizes for agency clients including lego, porsche, fiserv, canoo, zscaler, etc.o led concept designs, contract negotiations, onsite logistics, vendor management and post-event analysiso curated collaborative relationships with venues, partners, vendors, freelancers, etc.	
publicis experiences	seattle & chicago	senior producer	03/15 – 04/21
		<ul style="list-style-type: none">o managed all aspects of event execution for agency clients including microsoft, citi, paypal, bill & melinda gates foundation, usaa, the north face, etc.o managed micro (\$50K) to large (\$3M+) scale budgets including cost management, client billing and revenue trackingo supported agency projects including event executions, new business efforts, video reels, virtual productions, style guides, graphics packages, interactive installations, live action shoots, signage installations, brand identities, web banners, sound design, etc.o sourced vendors to support production needs including audio, video, décor, floral, lighting, scenic, rigging, staging, creative, content, security, transportation, shipping, food & beverage, registration, housing, entertainment, etc.	
sapient	chicago	project manager (freelance)	09/14 – 01/15
		<ul style="list-style-type: none">o managed event production, print, digital work and ooh advertising on the abbott accounto functioned as the liaison between internal teams (creative, client services) and external partners (clients, agencies, vendors)o tracked internal resources to ensure delivery against project schedules and timelineso facilitated delivery of video spots, banner ads, radio spots, case study videos, print ads, event signage, etc.	
the marketing arm	nationwide	event manager (freelance)	02/14 – 09/14
		<ul style="list-style-type: none">o managed grassroots brand initiatives to build awareness and obtain leads within local marketso executed onsite event operations for client including l'oreal, pearle vision, netflix, etc.o scouted event locations, managed assets and coordinated logistics for event activationso trained and supervised local event staff	
fiat chrysler automobiles	chicago	account manager	02/11 – 02/14
		<ul style="list-style-type: none">o provided in-house experiential support for the midwest regiono set executable and measurable event marketing planso formulated marketing tactics to increase brand recognition, opinion and purchase considerationo developed creative concepts and program budgets for event activation plans	

