

damisi rosemond

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SUMMARY:

- Touts a decade of practical as well as managerial experience in creating, developing, producing and supervising award winning digital and broadcast media
- Excels in directing multidisciplinary teams, implementing division and company wide best practices including recruitment, establishing workflow, fiscal management, documentation and instituting asset management and storage processes
- Uniquely qualified as integrated producer having intimate practical technical expertise as well as managerial knowledge in website development, digital ad creation, video production and post production
- Generator of multi-million dollar revenue streams as a small business owner as well as acting as an internal entrepreneur within post production houses, new media companies and advertising agencies
- Retains an extensive network of industry relationships with Producers, Editorial staff as well as client marketing leads

EXPERIENCE:

- 2012 – **McCann Erickson, New York**
Freelance Executive Digital Producer
Overseeing multi-national user experience, graphic design and development teams in the creation of image recognition mobile applications for IKEA.
- 2008 - 2011 **DIGITAS, New York**
Executive Producer
Coordinated and directed daily schedules of editors, motion effects artists and designers as well as managing external sound and visual effects contractors. Drove the division's revenue from half a million to nearly four million dollars per annum and garnered dozens of awards including a sweep of the Clios. Led post-production team responsible for securing Comcast, Equifax and Diageo businesses. Solicited bids from out-of-house vendors and personally scripted every bid for the division. Created division wide budgets, and ensured the integrity of all deliverables.
- 2007 -2008 **RIVIERA music, sound and post AB, Stockholm, Sweden**
Post Coordinator / Assistant to Flint and Nitris DS Artists / Offline editor
Provided offline as well as assistant online editorial support for major post-production facility. Co-ordinated budgets, asset / equipment acquisition, scheduling and fulfilled client deliverables in conjunction with Executive Producers on traditional advertising spots, television shows as well as feature films.
- 2004 -2006 **RETAIL TELEVISION AB, Stockholm, Sweden**
Creative Director / Post Production and Line Producer / Offline Editor
Determined design, tone, production and post-production work flow for closed circuit retail television network. Created and produced original shows, graphic packages as well as developed corporate marketing collateral.
- 2000 -2003 **VERTICALEYE INC., New York**
Partner / Executive Producer / Offline Editor
Managed daily activities of a boutique post-production house. Acquired and developed new business relationship. Acted as post producer for broadcast clients and spearheaded new media division. Generated million dollar per annum revenue stream that increased to two million by year three. Line produced for location shoots. Clients included but were not limited to; DKNY, Helmut Lang, Coach, Sony Music, Rockstar Games, Lenox Hill Hospital.

- 2000 -2001 **NEWS DIGITAL MEDIA / FOX.COM, New York**
Senior Producer / Senior Copy Editor
Directed staff in the ground up redesign, re-branding and deployment of the Fox.com properties.
Managed external vendor relationships including e-commerce and community site providers.
Created style guide for the creation of promotional and crafted original content. Supervised the build of the Simpsons dot com which included a community destination, e-commerce, a thin client email services as well as content from the show creators.
- 1998 -2000 **AMMIRATI PURIS LINTAS, New York**
Agency Producer
Produced, developed and managed all digital messaging for United Parcel Service client as well as consulted with broadcast department in the execution of spot concepts. Created and managed convergence projects for agency clients.
- 1997-1998 **RAZORFISH, New York**
Implementation Specialist
Coded HTML, performed graphics production and co-produced enterprise websites for IBM, Goldman Sachs, Christie's amongst others. Designed and implement original content 'That Girl' and the Ralph Lauren webisodes.

ABILITIES:

Final Cut Pro, Avid, Motion, After Affects, Audio / Video Compression, FTP, Photoshop, HTML, Office, Visio, DVD Studio Pro, Farmers Wife, AICE Budgeting, Line Producing

EDUCATION:

TISCH SCHOOL OF ARTS AT NEW YORK UNIVERSITY
Bachelor of Fine Arts, Major Film and Television Production