

Chris Forrest

Senior Broadcast / Video Producer

CONTACT

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SKILLS

Broadcast production
Budgeting and Operations
Web video development
Creative production management
Advertising strategy development
Business development
Project management
Pre-production research
Post production management
Staff and crew training
Production schedule management

AGENCY & CLIENT EXPERIENCE

Aldi
Ameriprise
BBDO
Bob Evans
Chevron
Chrysler
Dodge
Fiat
Ford
General Motors
GLOBALHUE
GTB
Jeep
Karmanos Cancer Institute
Leo Burnett
McCann
Michigan Economic Development
Organic Inc.
Pure Michigan
Saab
Society Agency

EDUCATION

Bachelor of Arts in Communications,
Wayne State University, Detroit,
Michigan

CAREER SUMMARY

A skilled advertising production professional with significant experience leading and overseeing production and project management in agencies and directly with clients. Excellent at pre-production research, campaign and strategy development, production management as well as management and training of team members. Highly proficient in managing the business side of advertising, including new account development, as well production budget development and operations. A verifiable track record of getting results working in fast-paced environments with high profile clients. A detail-oriented manager with the ability to motivate and develop teams that can produce the results desired by executive management.

PROFESSIONAL EXPERIENCE

Freelance Producer, Royal Oak, MI

March 2015 – Present

- Managing production of multiple OLVs for Leo Burnett, Huge, GTB Advertising, Ford U.S. and India, Organic Incorporated's Depend and Kotex brands and Society Agency's placement of Chrysler on Sesame Street
- Producing multiple broadcast and OLVs for General Motors, Aldi, Pure Michigan, Michigan Economic Development Corporation, Ameriprise and Bob Evans
- Collaborating with multiple creative and account teams to maintain production schedules and budgets.

Senior Producer, GLOBALHUE, Southfield, MI

February 2002 – March 2015

- Directed all aspects of production for Jeep National and Multicultural television commercials, product launches, web videos and radio production
- Oversaw all picture and sound elements, editing, budgeting, cost control, contracts, proposals, project timing, staff meetings, client consultations and pre-production planning with frequent reports to executive management

Freelance Producer, Royal Oak, MI

February 2006 – February 2010

- Managed all types of budget productions with oversight of both long and short form commercials, corporate and small business videos, script research, staff and crew, design and selection, picture and sound elements
- Handled client consultations with high profile businesses while producing high quality productions and delivering exemplary client service
- Agencies included BBDO, McCann, and Duffey Petrosky as well as accounts such as Dodge, Chrysler, Saab, GM, Chevron, Ford and the Karmanos Cancer Institute

Senior Broadcast Producer, BBDO, Detroit, MI

May 1992 – February 2006

- Produced national and dealer broadcast advertising for Jeep, Chrysler and Dodge
- Managed production for television, radio and web-based projects
- Handled all scheduling, budgeting, costing, editing, project timing, pre-production planning, presentations, bi-weekly meetings and special projects with frequent communication to management and staff.