



Stacia S. Beer

Producer

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Mini-portfolio: eggbeforechicken.com/work

Greetings

I'm an experienced producer who has shepherded stand alone and integrated projects from ideation to completion; from broadcast commercials, to print campaigns and experiential activations, to social, digital and editorial content, to documentaries and artistic film shorts.

Whatever needs to be taken from an idea into reality, I enjoy using my diverse production background, a sense of humor, project management chops, and the ability to balance concept and creativity with budgets and time to create something great.

Work

FREELANCE PRODUCER — SEP 2019 – CURRENT

Duties include budget creation and management, crew/vendor sourcing and negotiating/bidding, scheduling, incorporating stakeholder feedback, controlling project scope, ideating/problem solving with the team, evaluating ways of working, and on time delivery of high-quality deliverables that exceed expectations.

TRIFILM	Producer, Microsoft (multiple)
REI	Producer (multiple)
VIRTUE (Vice Media)	Producer, Canada Goose and Logitech
COLOR	Producer, Salesforce and REI
NILS ERICSON PHOTO	Producer, Under Armour
DICKIES	Producer
CG CREATIVE	Story/Field Producer, Herbalife
WILDER STUDIOS	Producer, Brooks Running

EXECUTIVE PRODUCER, FRANK + CANDOR — DEC 2018 - SEP 2019

Client-facing manager for the *SCI/Dignity Memorial* (N. America's largest funeral services provider) account.

- Navigated evolving brand needs and multiple stakeholders (2500+ locations) with varied objectives.
- Managed new strategy development based on a comprehensive N. American market research study commissioned by the client.
- Produced multiple video and photo shoots to support business objectives of individual locations as well as integrated brand awareness campaigns.
- Produced bespoke broadcast and radio advertisements for the Chinese, Vietnamese, and Hispanic communities.
- Managed a microsite magazine that captured potential customers into a nurture stream worth over \$1M

FREELANCE PRODUCER & ART BUYER — SEP 2017 - NOV 2018

VIGNETTE CREATIVE	Photo & video shoot to showcase Amazon's new services for their sellers for use online and in educational webinars.
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REI	Sourced & negotiated with more than 50 artists, writers, & environmentalists for their <i>Force of Nature</i> publication. The campaign won a Glass Lion at Cannes.
HYDROGEN	Produced a photoshoot at Overlake Hospital Cancer Center for print (OOH and magazine) and digital assets utilizing real patients and nurses.
WORLD FAMOUS	Produced T-Mobile/Publicis NYC Times Square and transit holiday digital boards. Samsung and Netflix offers, among others.

MARKETING DIRECTOR, ELARM — SEP 2014 - MAR 2017

Developed PR, marketing, and strategy and content for this IoT hardware start up.

- Managed a social media specialist and worked closely with a team of electrical and software engineers, backend developers, database managers, web developers, embedded firmware engineers, and machine learning scientists to create a story that consumers could get excited about.
- Created initial company branding; including illustrations, photography and copy for the consumer-facing website, social media, blogs, and email promotions.
- Ideated, shot, and edited videos about the product to test digital messaging.
- Managed product UI copy, flow, and visual assets.
- Created quarterly milestones and budgets, as well as PR, marketing, and paid and earned media plans.
- Developed, planned, and coordinated crowd funding campaigns in preparation for product launch.
- Designed, messaged, and managed trade show booths at CES, Tech Crunch, EmTech and show PR.
- Participated in developing promotion strategy and marketing assets for a new wireless Internet protocol *Thread (Matter)*, member of the marketing committee for the *Thread Consortium*.
- Created the help desk and product instruction content.

PROMOTIONS MANAGER, THE STRANGER (INDEX NEWSPAPERS) — MAY 2012 - MAY 2013

Responsible for promotions at *The Stranger* and *A&P Quarterly*, as well as supporting public-facing events.

- Identified and negotiated promotional partnerships with local business and events to improve the uptake and effectiveness of *Stranger* products, like tickets, print and web ads, and personals.
- Wrote and published consumer-facing marketing (blogs and email blasts).
- Promoted and drove success metrics for events like Capitol Hill Block Party, the Genius Awards, and Hump.
- Converted events from a cost center to a profit center.

FREELANCE, SELECTED COMMERCIAL CLIENTS

PUBLICIS WEST, PRODUCER & ART BUYER - AUG 2004 - AUG 2014

Responsible for projects from soup to nuts, starting with defining the scope of work and objectives, sourcing creative suppliers and negotiating price, creating budgets and ensuring adherence, scheduling, ensuring proper rights, clearances and intellectual property licensing, preparing POs, and making sure the client and the team are happy with the product and the process. Highlights include:

- T-Mobile iPhone broadcast commercial - 2014
- T-Mobile full-page color national and local-market newspaper ads + OOH (billboards, transit, airports, and jetways) - 2013

- Kärcher live in-market experiential events in multiple cities with social media components (incl. video and photography; and a Facebook app) with supporting radio, OOH, digital ads, and custom digital boards - 2013
- Eddie Bauer on-location photo and video shoots with star athletes – editorial and advertising – and in-studio product shots (Canary Islands, and various rugged domestic locations) – 2013
- Chevrolet on location photography for Malibu, Traverse, Equinox, Camaro, and Corvette – 2010

VERN FONK/STEVENS ON ADVERTISING, PRODUCER & PRODUCTION MANAGER – NOV 2007 - APR 2011

Produced more than 20 Vern Fonk commercials and almost as many Joe TV bumps. Won two Telly Awards in the Humor and Insurance categories. Produced a *Vern Fonk Retrospective*, which included speakers, live music, an hour-long look at the brand, and a red-carpet gala.

STORY WORLDWIDE, PRODUCER & PHOTO EDITOR – APR - AUG 2009

Photography and video for Lexus lifestyle magazine, print and online editions.

JWT NY, PRODUCER – MAR 2009

Photos of Ed Viesturs (famous climber) for Rolex's Testimonial ad campaign (print and digital).

Job Flotsam & Jetsam

LOCATIONS DEPARTMENT

I'm a member of Teamsters Local 174 for Location Management in WA State. Experience includes:

- Key Asst. Location Manager, Relativity Media, *21 and Over*, created by the writers of *The Hangover* series, 2011
- Location Manager, *Grassroots*, directed by Stephen Gyllenhaal, 2010
- Location Assoc., MTV, *\$5 Cover*, online series made for MTV, 2009

CAMERA OP, EDITING & MIXER

Created custom graphics and footage, and camera op and/or mixer during live shows at:

- Giants Stadium (NY, NY) - Field Day Festival w/acts including Radiohead, Blur and Beastie Boys
- House of Blues (Los Angeles) - various acts
- Grand Century Ballroom (Los Angeles) - Business for Sustainable Responsibility conference

WRITING & EDITING

This is what I went to school for!

- Reporter at *Snohomish County* and *Monroe Tribunes*, worked at *The Stranger*
- Technical Editor - EA Engineering
- Bid and Proposal Director - Tetra Tech

School

University of Virginia – BA, English Literature