

# MICHELE DENNIS

(510) 220-3892

## Creative Producer / Project Manager

micheledennis362@gmail.com

LINKEDin.com/in/michele-dennis-32987611

www.micheledennis.com

An accomplished creative producer, post-supervisor, production and project manager, I thrive on the challenges of collaborating in a fast-paced environment to lead teams to innovate and create exceptional programming for world class brands and for new products. A skilled manager from inception to completion for corporate and broadcast media and events including all production planning and execution, from live action to the design and implementation of motion graphics, audio finishing, etc. As a team leader I am flexible in my approach using inspiration and concise communication with my internal teams coupled with deep experience in developing and maintaining strong client relations, always with the ability to pivot as needed for the successful and on-budget delivery of the project.

---

### CORE SKILLS

- Excellent communication, collaboration and follow-through
- Team leadership and management
- Well connected with local, national and global production crew and post-production vendors
- Proficiency with Premiere, Photoshop, AfterEffects
- Brand and marketing oversight
- Scheduling and production budgeting
- Production management from concept to delivery
- Exceptional organizational skills utilizing any toolset
- Microsoft PowerPoint, Keynote and Google Docs
- Grace and humor under pressure

---

### PROFESSIONAL HIGHLIGHTS / EXPERIENCE

#### SALESFORCE

**Feb. 2021 – Present**

*Freelance Video Producer for ongoing product demos and event videos for the quarterly Release Readiness Campaigns.*

*Producer for the 2021 Philanthropy Cloud Campaign*

- As the editorial post-supervisor and project manager for ongoing quarterly new product releases, I work closely with the in-house management and graphics team and a team of freelance editors to record and create 45 to 50 demos and 12 – one hour programs comprised of remotely recorded on-camera personnel, VO and new demo product footage.
- As the campaign's producer, I oversaw remote recordings of client vendor/participants in the Philanthropy Cloud Experience. Supervised editorial and graphics teams working in tandem in 4 cities Managed the remote creative team to produce two – three minute live action and motion graphics videos.

#### SLOW CLAP

**July 2021 – Present**

*Freelance Senior Video Producer – Ironclad SDC Quarterly Events. State of California Superior Court Jury Video,*

- As the creative producer for SlowClap client, IronClad, I work closely with the directing team and SlowClap staff in the ideation and implementation of unique on-site locations as a backdrop for Keynotes and product manager demos for the client's quarterly events, stretching the boundaries of possibilities while staying within budget guidelines.
- As the Senior Producer for the new State of California Jury Service Video I oversaw all production, crew, budget, locations, casting etc. for multiple day shoots in six cities.

#### CISCO / THE HATCH / LEYLA FILMS

**July 2020 – March 2022**

*Freelance Producer on Bridge to Possible Campaign, Cisco Cloud & RePlate promotional vides*

- Collaborated with the production team and internal creative team at Cisco to plan and execute all details for the live action shoots including the integration of live action with motion graphics.
- Oversaw talent casting, locations, crew hires and changing COVID Safety Protocols.

#### EAGLEVISION

**Dec. 2020 - Mar 2021**

*Freelance Event Producer for Omnicell's 2021 National Field Meeting virtual live three-day event.*

- As the lead-producer for Eaglevision, I managed their virtual production team, The Big Picture, Phoenix AZ. and the Omnicell Marketing and Sales Team and Internal Executive teams to work through creative goals, manage client objectives and oversee all aspects for this three-day event that included an executive summit, and two days of sales & CX training sessions. Also hired crews and secured locations for remote shoots in 5 cities for Awards Ceremony video.

#### INVISION

**March 2019 - Oct 2022**

*Freelance Event & Media Producer for InVision's clients Five9 & ServiceNow Knowledge Event in Las Vegas*

- Worked closely with the ServiceNow clients and the creative team over a two-month period to develop messaging, motion graphics, slides, graphic design and creative content for the closing day Keynote. Managed external graphics teams, and led daily meetings & reviews with up to 20 clients
- Director / Producer / Editor for thirty – 20 minute + videos for Five9's Customer Experience Event – utilizing SocialLive for media capture, finishing on Premiere Pro to combine live action, decks, graphics and audio sweetening.

**HEIST LLC.****March 2019 - Oct 2020***Freelance Producer for the 2020 Bank of The West – Climate Action Initiative & for the Salesforce-DreamForce event*

- Managed editorial and motion graphics teams including color grading, audio / music production and deliverables.
- Originated a file-based system for managing more than 1,500 separate media pieces for 15 videos - on schedule and on budget.
- Coordinated with global production crews for live-action executive shoots and photo shoots for event media.

**SPARKS Inc.****Sept. - Oct. 2019***Freelance Media / Breakout Session Producer – Zoomtopia 2019 – San Jose Convention Center*

- Onsite technical producer for 60 + breakout sessions at the San Jose Convention Center.
- Oversaw pre-production for of all media and scripting for over 60 speakers for the 2019 event in San Jose.
- Led bi-weekly online meetings with over 30 participants during the 5-week pre-production planning phase.

**NVIDIA****May 2018 - July 2020***Freelance Video Producer and Project Manager for NVIDIA's GeForce team "Back to School" campaign &*

- Oversaw all aspects of production, casting, set building, location management and budget oversight.
- Negotiated talent contracts for photo and video for national paid media campaign focused on the Generation Z market.
- Collaborated with Nvidia internal creative team and marketing team to develop and film this unique laptop POV video.

**THE CRIMINALS****August – October 2018***Freelance Post-Production Producer and Project Manager for 2018 midterm political campaign broadcast commercials*

- Oversaw the post-production process for editorial and motion graphics on more than 100 television spots including Gavin Newsom for Governor, Eleni Kounalakis for Lt. Governor, Kyrsten Sinema for Arizona Senate, Katie Porter for Congress, Libby Schaaf for Mayor, etc.
- Coordinated and scheduled editors, motion graphics artists and audio finishing sessions. Oversaw final digital trafficking to over 45 markets.

**GOOGLE****July 2012 - May 2016***Staff and Freelance Video Producer through ASG*

- Worked with in-house clients and public relations and engineering teams for new product development including AdWords, Chromebook, Google Wallet, Ad Mob and PageSpeed.
- Produced more than 50 videos and photo shoots filmed on Google Campuses, and Offsite Global locations. Hired the crews and oversaw all aspects of production including casting, art direction, post-production and media archiving.

---

**OTHER PROFESSIONAL HIGHLIGHTS, 2000 – 2018****PHOTON CREATIVE, Freelance Contract Producer and Project Manager**

- Marketing and instructional videos for Citrix, DocuSign, Tangarine etc. Worked with motion graphics team to plan and execute VFX and motion graphics and integration to editorial. Projects included large casts in multiple locations.

**LIEBERMAN PRODUCTIONS, Producer/Director**

- Producer/Director of real people testimonials in 10 cities for Tony Robbin's infomercial "Get The Edge 2". Editorial supervisor for Proactive campaign.

**THE KENWOOD GROUP / KENWOOD EXPERIENCE, Freelance Producer and Project Manager**

- Live event experiences and marketing for clients including Plantronics, IBM, Adobe, Amgen, Seagate, Hyperion, Sony and SquareSoft. Produced local and global shoots and post-production supervision.

**TOM DONALD FILMS, Freelance Producer and Project Manager**

- Television and corporate campaigns for various Tom Donald Films' clients including BART, SFMTA, San Francisco Giants, Fresh Choice and Montecito Bank. Handled all aspects of casting, budgeting, location coordination and client interaction

**PHOENIX EDITORIAL, Senior Post-Production Producer**

- Managed agency-client relations for national and global broadcast campaigns. Developed and maintained budgets, managed in-house editorial staff and outside edit, color and audio sessions in San Francisco and Los Angeles.

---

**EDUCATION**

Bachelor of Arts in Communications with Media Production Emphasis, CSU East Bay, Graduated Summa Cum Laude

---

**VOLUNTEER ACTIVITIES**

- Oakland's EOBA After-School and Summer Youth Program NEW of Marin Women's Group, Leadership Team Member,