

Lauren Becker

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STREATIVE BRANDING June 2010-December 2010

Amsterdam

FREELANCE WRITER, EDITOR, RESEARCHER

Clients include: Givaudan, Skype, and Levi's

- Write client reports and presentations on food trends and ingredient combinations for Givaudan across Europe by investigative research, traveling and interviewing chefs, general managers, and consumers
- Compose a trend intelligence business newsletter for Skype by interviewing business consumers and industry analysts across Europe, and writing a strategic trend report
- Produce and edit six two minute films in two weeks for a global fashion presentation by locating and debriefing filmmakers around the world and editing their shot footage into a cohesively branded experience
- Develop television show, write treatment and pitch to potential clients, investors, and television agents

REHAB PRODUCTIONS October 2009- May 2010

San Francisco

FREELANCE HEAD OF PRODUCTION

Live Action and Post Production Supervisor for interactive projects, commercials, and infomercials. Clients include LG, Gap, Sun, and Bare Escentuals.

- Assess job requirements, create bids, and oversee creative for all job queries
- Strategize with the creative director, advertising agencies, and clients to ensure on-brand creative to produce quality films under budget constraints
- Supervise projects from creative inception including pitching, storyboarding, and script writing through on-set production, editorial, final finishing, and interactive integrations
- Interface with web engineers, programmers and designers to ensure films are delivered to technical specs
- Adapt and localize videos for global usage with subtitling for eight countries.

APPLE, INC. September 2007 - July 2009

San Francisco, London

INTEGRATED PRODUCER

Live Action and Motion Graphics Producer on iPhone, iLife, iPod Shuffle, and AppleTV.

- Oversee scripting, content preparation, on set-production, post production, and effects for 25 iPhone Web Films for the United States for three years of iPhone launches
- Manage adaptation of 25 iPhone films for nine international markets simultaneously. Adaptation included localized cast, recreation of all localized content and re-shooting 100% of all the films.
- Work directly with Account Managers, Product Marketing, Business Affairs, Legal, Activation Team, iTunes, and Web Team to produce films on strategy, on schedule, and on budget
- Integrate live action films for web delivery with appropriate codecs, compressions, and technical specs.
- Collaborate with vendors and creative directors to produce and deliver brand accurate and content correct deliverables
- Manage production and review schedules from reviews within Motion Graphics to CEO level Internal stakeholders and incorporate appropriate notes for final approval

MEKANISM February - May 2007**San Francisco****FREELANCE INTEGRATED PRODUCER**

Executive, Line, Post, and Web Producer of the Pacific Gas & Electric's environmental initiative website <http://www.letsgreenthiscity.com>. Collaborate with Venables Bell

- Oversee all dynamics of the website including five live action films, five animated films, editorial content, website design, programming and implementation, and backend content management system
- Facilitate creative and production process from proposal through completion with creative directors and client within a short and demanding nine week delivery schedule
- Create budgets and timeline for site launch as well as a website content sustainability plan for the calendar year

KALEIDOSCOPE PRODUCTIONS/ OMNICOM GROUP May 2000- September 2006**EXECUTIVE PRODUCER June 2002- Sept 2006 San Francisco****LINE PRODUCER May 2000- June 2002 New York City**

Executive and line produce high-end films which are integrated for trade shows, product launches, and internal meetings. Clients include Toyota, Mercedes, Chrysler, GlaxoSmithKline, Hewlett-Packard, and Pepsi.

- Produce all films shot on 35mm and High Definition from creative conception to final post production
- Supervise all post production processes from offline to final masters, and maintain a strong understanding and direct involvement with the motion graphics and visual effects process
- Oversee and approve creation of all bids and schedules and ensure all projects remain on budget while meeting strict deadlines
- Coordinate all elements of production including budgeting, scheduling, hiring freelance crew, location scouting, casting, SAG contract negotiations and celebrity contracts
- Liaise with the director, creative director, and the client to ensure a successful final product from all perspectives
- Standardize company systems and develop network of resources and vendors as well as integrate top of the line editorial systems
- Collaborate with event producer, A/V technicians, and on-site sound technicians to verify video deliverables are on spec for projection needs and oversee programming on-site
- Produce multi screen projects, in store POS, and cinema size deliverables

AWARDS

2008...Flight of the CFLs...PGE...Addy Award Gold

2008...Apple...Best use of video...Webby People's Voice

2005... Photograph... HP... Telly Award Gold

2004... Mobility... HP... Telly Award Gold

2004... Mr. Robinson's Tundra... Toyota... Telly Award Gold

2003... Everything is Possible... HP... International Film & Video Gold

2002... Mission Corolla...Toyota... International Film & Video Gold

2001...C Class in the City...Mercedes... International Film & Video Gold

COMPUTER SKILLS

Microsoft Office, Photoshop, iPhoto, iMovie, Final Cut Express, Quicktime Pro, Adobe Acrobat, Pages, Numbers, All Budgeting Software including ACIP, AICE, Movie Magic, and Wrapper, Google Docs, Mobile Me, Firefox, Fetch, Skype

EDUCATION

Newhouse School of Public Communications, Syracuse University
Bachelors in Television / Radio / Film 1996

REFERENCES AVAILABLE UPON REQUEST

