

E Z R A S A L S K Y .

PROFILE

Specializing in project management and production across various project types including integrated ad campaigns, software development implementations, and global marketing initiatives. Experienced in coordinating global, cross-functional creative and technical teams to deliver high-quality projects on time and within budget.

WORK HISTORY

R/GA Sr. Producer SEPTEMBER 2021 - MARCH 2022 | AUGUST 2022 - PRESENT

- Clients include: Meta, Verizon, Jim Beam, Ally Financial
- Managed a cross functional team to build creative across web and retail for Verizon 5G launch. Budget range \$1 million.
- Launched Snapchat AR activation at SXSW in partnership with Ally x DC Comics.
- Partnered with DrLupo and Verizon in gaming campaign where we live streamed game play from 5G Labs to promote Verizon Home Internet. It was accompanied sweepstakes, promo video and highlight reel. Results were 44,118 YouTube views on the stream and 2,358 Loop Qualls, which was 4.6x the benchmark
- Lead on Samsung Pixel S23+ launch with objective to drive traffic to achieve GAs through value reappraisal and highlight how the overall Android experience is superior on Verizon. Accomplished this by a cross-reality Fortnite live stream gaming activation with influencer talent.

Wieden+Kennedy Sr. Producer 2022 - 2023

- Clients included; McDonald's, Ford, Delta
- Acted as digital lead on Delta runway fashion show, live stream (78,336 total video plays) and e-commerce website.
- Developed and built landing page for Ford brand guidelines and tone of voice

Crypto.com Sr. Creative Producer MARCH 2022 - JUNE 2022

- Partners: F1, Fnatic, 76ers, PSG, Fifa World Cup
- Produced NBA Finals campaign featuring 76ers Joel Embiid. Budget \$2.4M including SAG talent.

Revieve Sr. Project Manager OCTOBER 2019 - OCTOBER 2021

- Project manager overseeing development and delivery of custom software implementation that incorporates thermal diagnostics and smart mirror with Shiseido, Delivery spans across 16 different countries.
- Developed a streamlined process for delivering SDK implementations to customers and influenced leadership (C-suite) to implement. Reduced project schedules by one-week.
- Managed and launched custom AI enabled Skin Diagnostic tool for Boots No7 in the U.K.

Freelance Producer NOVEMBER 2014 - CURRENT

- Lead creative production projects that included websites, video content, digital, radio and social content, and custom in-person experiences. Agencies included: Brooks Running, The Royals, Digitas, Clemenger BBDO
- Owned the iSelect x MFC campaign which generated 5M impressions across a custom microsite, content, and social postings. Strategized new methods of brand synchronization to enhance partnership and customer interaction.

eg+ Content Producer NOV 2018 - APRIL 2019

- Clients including Bayer, Warner Bros, Bounce Inc, ITV, Pepsi, Victoria Racing, Master Chef Australia
- Led a cross-functional team of 10+ to intake and execute creative requests, ranging from design to post-production.
- Developed client pitches and won new business to contribute in reaching quarterly goals. Managing and negotiating contracts with external agencies.

R/GA (Sydney) Producer MAY 2018 - SEPTEMBER 2018

- Clients included: Google, NRL, Wine Australia, Telstra
- Managed NRL's Grand Final integrated campaign which consisted of print, digital OOH, radio, TV, digital and social.
- Lead an influencer campaign with Google to pinpoint prominent Australian influences and determine potential value.
- Forecasted and executed mid to large-sized integrated projects, while managing budgets, workbacks and SOWs.

Amazon Producer MAY 2015 - FEB 2018

- Owned the production of global advertising campaigns for top brands and events within Amazon, including Echo device launches, Prime Day, and international expansion of Amazon.com. Regularly presented to leadership (VP, Director).
- Co-creator of a cutting edge animation video program that cut video production costs by ~52%. The program was adopted by +20 internal business units.
- Owned and managed the creation of all digital assets (~10,000) to support the launch of Amazon Canada, Mexico, and Brazil. Assets included detail pages, banner ads, videos, and social posts. Asset creation and roll-out came in under budget and within target timeline.
- Global lead for the launch of the first ever Prime Day in 2015 which generated 34M orders. Managed and delegated creative and marketing requests from +20 business teams, and delivered over +2000 assets.
- Responsible for sourcing, negotiating contracts, and managing external production agencies, post-production houses, and talent agencies to support production efforts.
- Managed +10 projects simultaneously with budgets ranging from \$10K to +\$1M.
- Acted as lead producer on Echo launch for Canada, which included OOH, social, digital, and TVC.
- Sourcing, coordinating and managing external production agencies, post-production houses and talent agencies.

HELLO

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EXPERTISE

 Photoshop

 Illustrator

 InDesign

 Premiere Pro

 AutoCad

 HTML/CSS

 SketchUp

 Trello

 JIRA

EDUCATION

Western Washington University

SEP 2007 - DEC 2011

Urban Planning (B.A.) &

Sustainable Design (Minor)

TAMK

SEP 2019 - AUG 2020

Masters in Media

REFERENCES

Available upon request