

JAMIL BARDOWELL

INTEGRATED PRODUCTION EXECUTIVE

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SUMMARY

Hands-on strategic executive who specializes in transforming creative 'big picture' ideas into award-winning results. Over 25 years of global integrated production experience; built and scaled content production and post-production departments for major advertising companies including *Publicis Group, Omnicom, WPP*, and *Innocean Worldwide*. Worked with the world's largest brands including *Apple, YouTube, Google, Toyota*, and *Hyundai*. Media company founder who is experienced on both agency-side and vendor side, with understanding of media landscape from Producer, to Account Manager, to Managing Partner. Natural leader with strong communication skills; proven track record building, developing, and leading cross-functional teams of up to 75.

AREAS OF EXPERTISE

Integrated Production | Interactive Advertising | Creative Strategy | Digital Marketing | Production Management
Production Finance | Budget Planning | Production Scheduling | Project Management | Programmatic Media
New Media | eCommerce | Content Management Systems (CMS) | Web | Broadcast | Print | Radio | Social Media
Business Affairs | Start-Ups | Team Building & Leadership | Web3 | NFTs

EXPERIENCE

Franklin Covey Director, Video Content

05/2022 – Present

- Manage all aspects of video content for Franklin Covey's award winning learning solutions, including updates on the 7 Habits of Highly Effective People, and Speed of Trust.
- Work closely with Directors of Content on strategy during the development of new and updated learning solutions.
- Manage and brief creatives for video creative development.
- Hands on producer during production, and all post production up to final delivery of videos.

Freelance Executive Producer / Consultant

03/2020 – Present

- Producing creative work for numerous ad agencies in the Los Angeles area.

Flowertown Managing Director of Brand & Operations

03/2016 – 03/2020

- Founded and managed digital media publishing company focused on changing the cannabis conversation from niche to mainstream.
- Hired and developed a staff of 12; oversaw daily operations and all aspects of content creation.
- Managed client relations, actively sold new ideas to enhance business and grow revenue, introduced other service offerings, and set and managed expectations. Clients included *Papa & Barley, Marley Natural, Candescant, and Good Brands*.
- Featured in *Green Market Report, Yahoo Finance, Spectrum News, Benzinga, BusinessWire, Digital Hollywood* and others.

- Admanix LLC** Freelance Executive Producer 05/2017 – 04/2018
- Managed all production for *Experian* (budgets of over 1M) and their in-house agency *The Cooler*.
 - Responsible for production planning, budgeting, and managing productions both overseas and in the Los Angeles area.
- Anomaly** Freelance Executive Producer 11/2016 – 05/2017
- Managed production for the launch of YouTube TV.
- TBWA\Media Arts Lab** Executive Producer, Content Production 06/2015 – 11/2016
- Managed production for *Apple iPhone* global marketing campaign; worked with budgets of up to 12M.
 - Managed and developed a team of 20 producers.
 - Maintain relationships with A-level vendors and suppliers vendors to maintain security and confidentiality.
 - Forecast production schedules with launches, and product releases, and sustaining work.
- Freelance** Executive Producer 06/2014 – 06/2015
- Produced creative work for numerous ad agencies in the Los Angeles area.
- Innocean USA** VP, Director of Integrated Production 07/2012 – 06/2014
- Reported to Chief Creative Officer.
 - Reorganized digital production department to increase efficiency and elevate production, creating one of the most creative production departments in Southern California, and resulting in numerous award wins for Innocean.
 - Managed a team of 75 which included Content and Broadcast Production, Digital Production, Retail Production, Legal, and internal edit facility 'Orange'.
 - Increased profits for internal edit facility by increasing edit bays and worked directly with Hyundai and EVP to establish preferred rates.
- The Garage Team Mazda (WPP)** SVP, Director of Integrated Production 09/2010 – 07/2012
- Joined at inception of agency as employee #2; built entire production department up to a team of 50.
 - Managed Content/Broadcast Production, Digital Production, Print Production, Business Affairs, Internal and External Traffic, Proofreading and in-house Studio, '*The Shed*'.
 - Managed partner productions with global agency partners which include Canada, Mexico, and Europe.
- The Rumor Mill** EVP, Director of Production 01/2009 – 09/2010
- Led production nationwide; managed all production staff and composers.
 - Helped scale the company from a boutique shop to a more competitive music production company.
 - Oversaw client relations including new business pitches and sales calls with reps.
- Saatchi & Saatchi LA** Senior Producer 09/2003 – 01/2009
- Acting Co-Head of Production after departure of Director of Production.
 - Served as Executive Producer on many key campaigns including the *Land Cruiser* launch, *Toyota's* first fully integrated campaign, which included broadcast, print, interactive, and brochure.
 - Produced a 60-minute documentary which aired on the *Speed* channel as well as many international productions.
- Deutsch LA** Producer 02/1999 – 09/2003
- Joined employee #30 and one of the first producers at Deutsch LA.
 - Supported production for first client Mitsubishi and others.

EDUCATION

California State University Long Beach

Bachelor of Arts, Psychology

TECHNICAL SKILLS

Trello | Slack | Google Suite (Docs, Sheets, Slides) | Microsoft Office (Word, Excel, PowerPoint)