
JOANNA L. RHODES

Integrated Executive Producer | Senior Creative Producer | Senior Project Manager

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Highly accomplished Integrated EP/Senior Creative Producer and Project Manager with extensive experience spearheading live-action TVCs, B2C social video marketing, and high-impact 360-degree campaigns. Expert in navigating the full creative lifecycle—from development through delivery—for global brands across digital, social (TikTok, YouTube, Facebook), and broadcast platforms. Proven track record of delivering high-quality content on strategy and under budget, with a specialized focus on lifestyle, sports & entertainment verticals, automotive, and fashion/beauty.

CORE COMPETENCIES

- **Production Leadership:** Executive Production, Global Resourcing, Operations Management
- **Creative Strategy:** Storytelling, Branded Content Marketing, Social Media Strategy
- **Technical Oversight:** Post-Production Supervision, Digital Content, Broadcast Television
- **Tools:** Air Table, Workfront, Google Suite/MS Suite, .AI

WORK EXPERIENCE

Freelance Executive Producer | Toldright Productions + Samsung Ads Studio (Oct 2024 — Present)

- Orchestrate end-to-end production for a diverse portfolio of promotional, television, and commercial projects for tier-one clients including Samsung Ads, ESPN+, and Google.
- Strategically manage multimillion-dollar budgets and complex logistics to ensure seamless execution of large-scale shoots.
- Act as the primary stakeholder liaison, aligning talent, crew, and client expectations to deliver premium assets.

Executive Producer | Owner, JLR Productions (Nov 2021 — Present)

- Founded and led a boutique global production agency providing bespoke, full-service creative solutions (pre-production through post) for live-action, documentary, and experiential content.
- Deliver specialized content for emerging tech and lifestyle brands such as Zoox (Amazon), WiTricity, Innoviz Technologies, Helix and Birch Organic Brands.

Freelance Senior Content Producer | Hogwash Studios (Airbnb) (Feb 2024 — Mar 2024)

- Directed global content production for the high-profile launch of Airbnb's "Icons" product line.
- Managed the "Game with Khaby Lame" campaign, overseeing the creation of an immersive gaming experience and social content featuring the world's top TikTok sensation.

Freelance Senior Creative Producer | Real Chemistry (Nov 2022 — Mar 2023)

- Supervised a multidisciplinary content team of producers and editors for a leading healthcare agency, supporting clients like Pfizer and Abbott Laboratories.

- Optimized operational workflows by analyzing project scopes and implementing deliverable recommendations through advanced marketing trackers.

Freelance Senior Producer + Post | Boomshot Productions (NASCAR) (Nov 2021 — Nov 2022)

- Supervised a high-volume post-production department, including editors, animators, and audio mixers, to maintain a rigorous editorial calendar.
- Advised cross-functional partners on editorial best practices to ensure content consistency across multiple digital platforms.

Freelance Senior Content Producer | Media Arts Lab (Apple TV+) (Aug 2021 — Dec 2021)

- Spearheaded content marketing collateral for Apple TV+ original series, managing a team of creatives and internal editorial staff.
- Increased audience engagement by 20% and streamlined post-production by 45% through the implementation of data-driven editorial strategies.

Freelance Executive Content Producer | Firstborn (Peloton) (Jul 2019 — Dec. 2019)

- Led social-first creative output and broadcast spots, resulting in a 50% increase in viewership and a 45% budget savings through efficiency optimizations.

Senior Broadcast Producer | Badger & Winters (JCPenney) (Jan. 2019 — July 2019)

- Directed multi-channel brand spots for broadcast and social, effectively doubling brand reach and increasing recognition rates by 30%.

Senior Marketing Producer | Jam City Entertainment (Jan 2018 — Aug 2018)

- Spearheaded the creation of a 10-episode animated series for @PlayWildThings, successfully transitioning game characters into a narrative format to drive brand awareness.
- Directed a multidisciplinary team of writers and designers to produce a comprehensive suite of marketing assets for social media promotional executions.
- Exceeded growth targets by achieving 109% of KPIs, generating 160,000 views and 15,000 new followers within the first two months of launch.

Freelance Senior Producer | TBWA\Chiat Day (Uniqlo) (Oct 2017 — Jan 2018)

- Collaborated with global cross-functional teams to produce a technically complex, single-shot commercial for Uniqlo.

Executive Integrated Producer | Battery Agency (Oct 2016 — May 2017)

- Directed high-level television campaigns for Warner Brothers Entertainment, Mike's Harder Lemonade, and AECOM, resulting in a 20% increase in brand awareness.
- Partnered with creative and strategy leads to develop and deliver winning new business pitches, securing key accounts for the agency.

Executive Integrated Producer | 360i (Jan 2016 — Jul 2016)

- Pioneered the launch of the Los Angeles office for the New York flagship, establishing a West Coast presence for the agency.

- Produced high-impact promotional content for A&E Network, specifically for the critically acclaimed series 'Roots'.

Freelance Senior Post Producer | Arcade Editorial (Nov 2015 — Jan 2016)

- Managed post-production lifecycles for high-profile brands, overseeing editors, 2D/3D animators, colorists, and audio engineers.
- Controlled financial health of projects by bidding, negotiating, and wrapping all estimates and final costs.

Freelance Senior Post Producer | Butcher Editorial (Jaguar, Honda) (Sep 2015 — Nov 2015)

- Optimized post-production workflows by 45%, utilizing specialized special effects and music strategy to enhance visual storytelling for three major automotive brands.
- Boosted audience engagement by 20%, ensuring all content hit rigorous viewership and engagement targets.

Freelance Senior Live-Action Producer | Cheil Worldwide (Samsung) (Jul 2015 — Sep 2015)

- Served as Lead Producer for a high-budget global broadcast campaign, delivering four distinct TV spots for the Samsung Tab2.

Senior Integrated Producer | The Pitch Agency (Jan 2015 — Jun 2015)

- Produced broadcast and print assets for a diverse client roster, including Burger King.
- Mentored a team of associate producers and interns, facilitating all stages of prep, production, and post-production.

Producer / Associate Producer | Leo Burnett (Kellogg's, P&G, PMI) (Apr 2008 — Jul 2014)

- Managed large-scale production efforts for Kellogg's, P&G and PMI, delivering broadcast, print, and Out-of-Home (OOH) activations for global home product brands.

Associate Producer | Ogilvy (Unilever/Dove) (Mar 2006 — Mar 2008)

- Contributed to the execution of the award-winning "Campaign for Real Beauty" for Dove, a landmark initiative in global advertising.
- Facilitated production logistics including casting, location scouting, and storyboard development across TV, print, and OOH channels.

Digital Content Producer | Arc Worldwide (Cadillac) (Mar 2005 — Jan 2006)

- Managed a technical team of ten, including coders and designers, to execute the comprehensive redesign of the Cadillac.com website.

Associate Producer | The History Channel (May 2004 — Feb 2005)

- Co-produced hour-long documentaries for the 'Investigating History' series, focusing on historical figures and mysteries such as Al Capone and the Maya culture.

BRANDS & INDUSTRIES

- **Technology & Automotive:** Samsung / Samsung Ads, Apple TV+, Google, Zoox (Amazon) Robotaxis, Cadillac, Jaguar & Honda, Land Rover.
- **Consumer Goods & Beauty:** Unilever (Dove), Kellogg's, Special K, Procter & Gamble (P&G), Uniqlo, Philly Cream Cheese, Helix & Birch Mattresses.
- **Entertainment & Sports:** Airbnb (Icons Launch), NASCAR, ESPN+, Peloton, Jam City (Gaming), The History Channel (docu), A&E Network (docu), Warner Brothers Entertainment, AC Milan Soccer Club.
- **Healthcare & Services:** Pfizer, Cigna, Abbott Laboratories, AbbVie & Amgen, Emirates Airlines, JCPenney, Burger King.

EDUCATION

Columbia College Chicago (1997) | Bachelor of Arts in Film (graduated with honors merit)

University of Illinois, Champaign, Urbana (1995) Associate's Degree, Liberal Arts