

JOANNA RHODES

INTEGRATED EXECUTIVE PRODUCER | SR. PROJECT MANAGER

[MY WEBSITE](#)

CONTACT

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SKILLS

Problem Solving

Leadership

Broadcast Television

Resourcing

Creative Problem-Solving

Communications

Digital Content

Operations

Post-Production

Branded Content Marketing

Social media

Casting

Storytelling

Podcasts / Radio

Google Suite/MS Suite

Air Table

Workfront



PROFILE

Joanna is a highly experienced Integrated Executive Producer & Project Manager, specializing in live-action TVCs, B2C social video content marketing, live event production, large-scale campaigns, and client-direct work. She has successfully led and managed 360-degree full life-cycle creative development and execution of video productions and strategies. Her expertise includes working directly with cross-functional teams and clients in the dynamic social media space, developing and executing short and long-form advertising content for YouTube, TikTok, and Facebook, as well as short-series and promotional work for television and online consumption.

Joanna excels in lifestyle storytelling and has a strong focus on entertainment verticals, automotive, food/spirits, and women-empowerment content. Her exceptional verbal and written communication skills ensure that initiatives are delivered on time, on budget, and on strategy, both creatively and efficiently. With a meticulous eye for detail and a superior creative editorial sensibility, Joanna has proven leadership skills in both large and small organizations. She is passionate about her work and dedicated to driving brands into the future of advertising.



EXPERIENCE

Freelance, executive producer | Toldright Productions + Samsung Ads Studio

October 2024 — Present

- Lead all phases of production for promotional, television, digital and commercial projects
- Oversee budgets, schedules, and logistics for shoots
- Serve as the primary point of contact, managing talent, crew, and client expectations
- Coordinate with internal creative teams and external vendors to deliver high-quality assets

Clients: Samsung Ads, ESPN+, Emirates, Invesco QQQ, Philly Cream Cheese, Land Rover, Intel, United Airlines, Google.

executive producer | owner at JLR Productions

November 2021 — Present

- A boutique global production agency that curates a bespoke team of any size or scope – pre, production and post for: live action, documentary, experiential and social content. Auto/tech, beauty, real-people storytelling.

Clients: Innoviz Technologies, WiTricity EV charging, Zoox (Amazon) Robotaxi's, RTI (Real-time Innovations, software), CES 2024, Helix & Birch Organic Mattresses

freelance senior content producer at Hogwash Studios

February 2024 — March 2024

- **Airbnb**, Global Content Producer for a new 'experience' product launch, 'Icons'.
- **Game with Khaby Lame**: TikTok sensation Khaby Lame invites you to his hometown of Milan, Italy for an epic, overnight gaming experience. You'll stay in a one-of-a-kind gaming loft that Khaby designed himself, where you'll #learnfromkhaby and face off with him in a Fortnite Battle Royale. Extraordinary experiences hosted by the world's greatest names in music, film, TV, art, sports, and more.

freelance senior creative producer at Real Chemistry

November 2022 — March 2023

- Managed the content team of producers and editors at Real Chemistry, a full-service healthcare agency changing the world by educating minds in the field of healthcare.
- Resourcing editors and producers for assigned projects.
- Critically and effectively analyzed the scope of when intaking projects; Identified and addressed flagged projects to marketing tracker and made deliverable recommendations.
- Provided editorial expertise and content best-practices to cross-functional partners across the organization.

Clients: Pfizer, Cigna, Abbott Laboratories, AbbVie, Amgen

freelance senior post producer at Boomshot Productions

November 2021 — November 2022

NASCAR

Boomshot Productions <https://www.boomshot.tv/>

- Supervised a team of editors, graphic artists, 2D/3D animators, colorists and audio mixers.
- Provided editorial expertise and content best-practices to cross-functional partners across the organization.
- Maintained and implemented ongoing editorial calendar.
- Developed content for multiple platforms.

freelance senior content producer at Media Arts Lab

August 2021 — December 2021

Apple TV+

- Managed a team of creatives, account executives and the in-house editorial department of the entertainment division for Apple TV + shows' content marketing collateral.
- Supported the overall vision for each show and oversaw the creative/production of stories for social media audiences.
- Maintained and implemented ongoing editorial calendar.
- Streamlined post-production by 45% and increased audience engagement by 20%, impelling each brand to hit their respective viewership and engagement targets.

senior content manager at Ultimate Freedom LLC.

June 2020 — April 2021

- Captured content for all social media channels
- Managed and communicated daily with the online community of 8,000 students who participated in learning marketing and advertising strategies.
- Created content to assist in the selling of any product online through Facebook, YouTube and Instagram.

freelance executive content producer at Firstborn | Peloton

July 2019 — October 2019

<https://www.dentsu.com>

- Effectively led the social-first creative output of content as well as broadcast tv spots and events for Peloton.
- Full lifecycle production and postproduction of all assets.
- Drove viewership of Peloton content up 50%, reduced production cycle time by 25%, and secured budget savings of 45%.

senior broadcast producer at Badger & Winters | JCPENNEY

February 2019 — November 2019

Badger & Winters <https://badgeragency.com>

- Successfully led multiple brand spots for JCPENNEY TV broadcast, social and print.
- Increased company's recognition rate by 30% with the regular airings of the spots and improved brand reach by 2x.

senior marketing producer at Jam City Entertainment | Gaming

January 2018 — August 2018

- Produced and created a 10-episode animated series that brought the game characters to life and created awareness of the game @PlayWildThings.
- Created all the marketing assets for promotional executions on social.
- Led a small team of writers, designers and external vendors to produce all assets.
- Generated 160,000 views and 15,000 followers in two months and achieved 109% of KPIs in audience growth and engagement.

freelance senior producer at TBWA\Chiat Day | Uniqlo

October 2017 — January 2018

- Worked with cross-functional teams globally to create this unique, single shot commercial.

executive integrated producer at Battery Agency

October 2016 — May 2017

- Led and executed multiple broadcast tv spots for Mike's Harder Lemonade, Warner Brothers Entertainment, AECOM.
- Managed a team of creatives and strategists to pitch and win brand business.
- Coordinated and managed technical and creative production teams to develop high-level television spots, resulting in a 20% growth in brand awareness.

executive integrated producer at 360i

January 2016 — July 2016

- Opened the LA office for the NY flagship office.
- Managed new business pitches and shoots.
- Produced an A&E Network promotional piece for the TV show, 'Roots.'

freelance senior post producer at Arcade Editorial

November 2015 — January 2016

- Managed a team of editors, graphic artists, 2D/3D animation, colorists, audio mixing for high profile brands.
- Bid, negotiated, executed and wrapped all estimates/projects.

freelance senior post producer at Butcher Editorial | Jaguar, Honda

September 2015 — November 2015

- Led production of video, graphics, and audio content for three client brands, strategizing music, editing visuals and relying on special effects to tell a story for each brand.
- Streamlined post-production by 45% and increased audience engagement by 20%, impelling each brand to hit their respective viewership and engagement targets.

freelance senior live-action producer at Cheil Worldwide | Samsung

July 2015 — September 2015

- Lead Producer on a 4 x global broadcast SAMSUNG TV spots (Tab2) campaign.

senior integrated producer at THE PITCH AGENCY | Burger King

January 2015 — June 2015

- Broadcast and print producer for multiple brands at the agency.
- Managed a small team of associate producers and interns helping to facilitate prep, production and post.

producer / associate producer at Leo Burnett | Kellogg's, P&G

April 2008 — July 2014

- Effectively and efficiently produced broadcast, print and OOH activations for Kellogg's and P&G, home products

associate producer at Ogilvy | Unilever (Dove)

March 2006 — March 2008

- Executed the iconic Unilever, DOVE, 'Campaign for Real Beauty'
- Assisted senior producers with prep including casting, locations, storyboards; production and post for all TV broadcast, print and OOH campaign projects.

digital content producer at Arc Worldwide

March 2005 — January 2006

- Creatively managed a small team of ten designers, coders, editors and producers for the massive redesign of the 2005 CADILLAC.com website.

associate producer at The History Channel

May 2004 — February 2005

- Supported producers and executive producer on the TV series, 'Investigating History.'
- Assisted and co-produced several hour-long documentaries on Al Capone, Atlantis and Genghis Khan.



EDUCATION

Bachelor of Arts, Columbia College, Film School, Chicago

January 1997

- Graduated with honors merit