
JOANNA L. RHODES

Global Integrated Executive Producer | Senior Creative Producer

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Highly accomplished Global Integrated Senior Creative Producer and Content Production Manager with extensive experience spearheading live-action TVCs, B2C, B2B & DTC social video marketing, and high-impact 360-degree campaigns. Expert in navigating the full creative lifecycle—from development through execution—for global brands across digital experiences, social, broadcast and branding platforms. Proven track record of delivering high-quality content on strategy and under budget, with a specialized focus on lifestyle, sports & entertainment, automotive, and fashion/beauty.

CORE COMPETENCIES

- **Lead Content Production:** Oversee end-to-end production across film, video, and social content—from concept through delivery
- **Own Pre-Sale & Bidding:** Partner with Creative and Client Services to scope, budget, and pitch production approaches for new work
- **Production Financials:** Lead bidding, budgeting, and cost management with strong oversight of burn and profitability
- **Line Producing Oversight:** Ensure all projects are properly staffed, scoped, and executed with disciplined production workflows
- **Team Leadership:** Manage and mentor producers; step in as senior escalation point across projects
- **Resource Planning:** Identify and assign producers/freelancers based on project needs and timelines
- **Client-Facing Leadership:** Present production plans, manage expectations, and build trust with clients
- **Shoot & Travel Oversight:** Lead or oversee shoots as needed, including travel and on-set leadership
- **Cross-Functional Collaboration:** Partner closely with Creative, Strategy, Client Services, and Finance
- **Tools:** AirTable, Adobe Workfront, Asana, Google/MS Suite, Slack, Claude .ai tools.

PROFESSIONAL EXPERIENCE

Freelance Executive Producer/Content Production Manager | Toldright Productions (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 while acting as the primary stakeholder liaison to align talent, crew, and client expectations.

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

Founded and lead a boutique global production agency providing bespoke, full-service creative solutions from 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, and Helix & Birch Organic Brands. <https://helixsleep.com/products/comfortadjust-cooling-pillow>

Freelance Senior Content Producer | Hogwash Studios (Airbnb) (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. [AIRBNB](#)

Freelance Senior Creative Producer | Real Chemistry (2022 — 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.

Senior Post Producer | Boomshot Productions (NASCAR) (2021 — 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+) (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) (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) (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 (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 marketing assets that achieved 109% of KPIs, generating 160,000 views in the first two months.

Executive Integrated Producer | Battery Agency (2016 — 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 leads to develop and deliver winning new business pitches, securing key accounts for the agency.

Executive Integrated Producer | 360i (2016)

Pioneered the launch of the Los Angeles office for the New York flagship, establishing a West Coast presence and producing high-impact promotional content for A&E Network, specifically for the critically acclaimed series 'Roots'.

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

Optimized post-production workflows by 45%, utilizing specialized special effects and music strategy to enhance visual storytelling for three major automotive brands while boosting audience engagement by 20%.

Freelance Senior Live-Action Producer | Cheil Worldwide (Samsung) July 2015 — September 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 -January 2015 — June 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) -April 2008 — July 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) -March 2006 — March 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) -March 2005 — January 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 — February 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.

INDUSTRY BRANDS

Technology/Auto: Samsung, Apple TV+, Google, Zoox, Cadillac, Jaguar, Land Rover.

CPG/Beauty: Dove, Kellogg's, P&G, Uniqlo, Philly Cream Cheese.

Sports/Entertainment: Airbnb, NASCAR, ESPN+, Peloton, Warner Bros.

EDUCATION

Columbia College Chicago: BA in Film (Honors)