
JOANNA L. RHODES

Global Integrated Producer | Production Manager

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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, events and activations 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 tech, lifestyle, sports & entertainment, automotive, and fashion/beauty.

CORE COMPETENCIES

- **Lead Content Production:** Oversee end-to-end production across film, video, experiential, print 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 Senior Producer/Content Production Manager | Toldright Productions (Aug. 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+, Lenovo, and Invesco**. 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 (Jan. 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 **Zoos (Amazon), WiTricity, Innoviz Technologies, and Helix & Birch Organic Brands**. <https://helixsleep.com/products/comfortadjust-cooling-pillow>

Freelance Senior Content Producer | Hogwash Studios (Airbnb) (Jan. 2024- March 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 Resources Producer | Real Chemistry (Aug. 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. Became a wizard at Workfront and Airtable!

Senior Post Producer | Boomshot Productions (NASCAR) (Sept. 2021 — Aug. 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+) (July 2021- Sept. 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) (May 2019-Oct. 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- May 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 (Feb. 2018- Sept 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 (May 2017 - Jan. 2018)

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 (Dec. 2016- May 2017)

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) (Sept. 2015- Dec. 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 Mayan culture.

BRANDS – DTC, B2B

Technology: Samsung, Apple TV+, Google

Auto: 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)