

# Lisa J. Matthew

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## SUMMARY

Inspired by original storytelling, collaboration, and strategy, I am a resourceful problem-solver with time management skills able to clearly communicate ideas, organize teams, plan, coordinate, and execute projects on time, on brand, and on budget. Passionate about creative services and content marketing I am motivated by the people and brands I get to interact with and in search of an innovative culture where I can contribute to groundbreaking work in an energetic environment alongside peers I can learn from.



## AGENCY & ENTERTAINMENT

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### BREAKER FILMS, INC.

2014 – 2017

**Line Producer** (Project-based): New York/Chicago/Los Angeles, CA

- Production managed short-form videos and digital content shoots ranging in budgets from \$50K-\$300K. Performed pertinent administrative tasks including responding to agency briefs, RFQs, bid submissions, AICP budget prep and maintenance, SOW, and assets management.
- Supervised production workflow from client approval to deliverable. Tracked and reported project status aligning with the creative team and clients' timelines. **Clients included: Here Media & Affiliates, Hearst Digital, and LG Canada.**
- Conducted research, created and maintained project timelines, verifying insurance, secured permits and locations, booked talent, coordinated release agreements, hired crews, negotiated vendor contracts, organized pre-pro books, field producing and provided on-set support, oversaw post-production activity, reconciled petty cash, completed wrap books and confirmed payroll.
- Contributed to business growth initiatives, participating in pitch and capabilities client meetings alongside Executive Producer and CDs.

### SAPIENT RAZORFISH

2016 – 2016

**Senior Creative Producer** (contract): New York, NY

- Managed the tracking and execution of creative branded content projects from development throughout the production lifecycle.
- Oversaw cross-departmental communications involving projects' logistics, planning, and implementation. Secured shoot locations, applicable documentation, and music rights for experiential, broadcast, digital campaigns and activations. Managed the day-to-day workflow liaising between in-house teams, clients, influencers, third parties, and vendors. **Brands included: Dove, Mercedes-Benz, and Smart Car USA.**

### GENUINE: THE REAL PEOPLE COMPANY

2016 - 2016

**Associate Producer, Casting** (Project-based): New York, NY

- Sourced candidates. Gathered specs and submitted breakdowns, conducted research & additional outreach including street recruiting; vetted & processed candidates submissions, coordinated & set-up interviews and audition confirming logistics with the Casting Director. Assisted in casting sessions securing release forms and prepping talent. Secured "real people" talent as brand champions, for commercial campaigns, product testimonials, and documentaries on behalf of the agency and direct brand clients. **Spots included: Tylenol Arthritis and T.J. Maxx.**

### WARNER BROS. ENTERTAINMENT GROUP OF COMPANIES

2013 – 2014

**Assistant to SVP, Studio Operations:** Burbank, CA

- Executed administrative tasks organizing and tracking sensitive resource and production information central to maximizing department revenue stream, and meeting studio facility efficiencies. Tasks included budget preparation, expediting of deal memos and invoices, securing NDAs, COI, release and all pertinent documentation required for filming, photo shoots, press events, and special projects.
- Daily coordination with cross-functional departments including legal, publicity, production rentals & services, design & construction, VIP Studio Tours, security, first aid, and catering to ensure compliance is met across all phases of production.
- Complied, assembled and distributed call sheets across studio departments, created and distributed access memos, cone & assigned parking maps, arranged studio drive-on and visitors' passes, fielded studio rental inquiries, scheduled and assisted on studio location scouting, and provided set supervision and general production support when applicable.

### CONTENT PRODUCTION, FREELANCE

2011 – Present

**Production Coordinator/Assistant:** Los Angeles/New York, NY

*\*Multi-level support of production teams. Duties include planning, coordinating, and execution of projects for TV, film, and events.*

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|---|------------------------|----------------------------|
| • Tavis Smiley Late Night Talk Show on PBS              | Office/Set PA          | The Smiley Group (TSG)     |
| • Sesame Street Murray the Monster (PBS)                | Office/Set PA          | Hyperactive Content        |
| • The Ellen DeGeneres Show, Concert Series (Live Event) | Audience Coordinator   | Warner Bros. Studios       |
| • A Day In Eden (Indie Short Film)                      | Producer's Assistant   | NYU Graduate Short Thesis  |
| • The Amazing Race Season 25 & Israel Season 5          | Driver/Art Dept.       | The World Race Productions |
| • Annual Tribeca Film Festival (Live Event)             | VIP Guest Services     | Tribeca Film Institute     |
| • Goodbye Cruel World (Indie Short Film)                | Location Scout         | Evidence of Industry (EOI) |
| • Condé Nast Traveler & Architectural Digest            | Researcher/Casting     | Pinch Hitter Projects      |
| • Raymour & Flanigan_Tempur-Pedic                       | Production Coordinator | Derby Content              |
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## **MARKETING & RESEARCH**

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*\*Leveraged data integration and unique industry insights helping to drive B2C and B2B clients' brand target marketing strategies. As a Nielsen associate from 1997 to 2009, I held continually progressive client service roles executing across industry verticals.*

**NIELSEN, INC.:** New York, NY

2004 - 2009

### **Account Manager, Financial Services**

- Successfully led client engagements by simultaneously managing projects and accounts resulting in the on-going renewal and up-sell of accounts totaling an annual base value of \$3,500,000.
- Cultivated partnerships supporting a portfolio of financial clients including Sovereign Bank, PNC Bank, Merrill Lynch, and Liberty Mutual leveraging data and aligning product services through collaboration to understand objectives, recommend best practices and develop effective campaigns.

### **Client Service Manager, Media/Financial/R3/CPG/Automotive**

2002 - 2004

- Provided consultative and technical support managing end-user requests and inquiries in an effort to drive account teams' growth and achieve revenue targets.
- Ensured client and project spec requirements were defined, uniformly understood and appropriately planned internally to achieve successful execution of each client's project.
- Retained and grew client relationships by maintaining regular contact with the base and prospecting cross-functional departments within their organizations.

### **Client Service Coordinator, Northeast Region**

1997 - 2000

- Project Manager supported internal account teams with submitting & tracking fulfillment requests, scheduling of product deliverables and installations, end-user onboarding, coordinating solutions training, scheduling data & software updates, and consultative support. Responsible for trouble-shooting Account Teams' internal systems maintaining regularly scheduled dataset and platform updates.
- Served as a trouble-shooter contact for client support covering vertical sales teams on a wide variety of accounts.

## **EDUCATION**

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Master of Arts in Media Studies and Film, 2012  
Bachelor of Arts in Communications Studies, 1997

The New School University  
State University of New York at Oswego