

SYDNEY S. SAMPLE

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**Leadership of advertising production efforts for \$1M+ accounts in competitive markets.**  
Warm, accepting, and energetic style engenders immediate trust and a feeling of connection at all levels of an organization, building a platform for productive change and growth. Balanced account management approach highlighted by cost containment, internal process efficiencies, and highest levels of client trust and confidence.

**EXPERIENCE**

NVQ WORLDWIDE, Anytown, CA 2009-present

**Commercial Production Lead - KLL Account**

*Managed television commercial production department on KLL advertising account.*

- Saved \$120K annually in production overages by design of internal systems and processes.
- Oversaw \$7M+ production budget's financial tracking and money management.
- Created efficient contractor RFP process, tripling the number of proposals generated and increasing saving \$280K per year for client company while maintaining service quality.
- Managed all related live meeting and media projects. Held full responsibility for client satisfaction, budget, schedule, and final product.
- Led 8 person team in increasing account's overall customer service rating from 2.8 to 3.6 on a 4.0 client service satisfaction scale. Re-wrote scale to be utilized on a bi-monthly basis.

JFR PRODUCTIONS, Anytown, NY 2006-2009

**Advertising Producer / Owner**

*Co-created production company, serving as producer of corporate films and television commercials. Brought clarity and order to all project and production challenges while maintaining highest level of client satisfaction. Served as consultant and sub-contractor to larger production companies.*

- Teamed with partner to grow company to 6 employees and 14 client companies, with \$2M in billings annually.
- Developed team and related infrastructure to yield more effective client business practices.
- Managed all aspects of production, including client relations, budgeting, scheduling, talent casting, hiring and leading crews, booking equipment, location scouting, set building, post-production activities, negotiation with vendors, and problem resolution.

HGR ADVERTISING AGENCY, Anytown, NY 2005-2006

**Production Business Specialist**

*Supported television commercial production on GTH Automotive and VCD Fast Food accounts, each with \$10M+ advertising budgets. Partnered with producers at all stages of process.*

- Created and tracked detailed budgets. Saved \$120K by negotiating with vendors and production companies. Involved with talent casting and scheduling as needed.
- Served as key liaison between VCD Company, account management, and production department.

**EDUCATION**

**24 credits towards MS in Multi-Media Advertising**, YTR University, Anytown, CA  
*Advanced Research Project on "Effects of Integrated Social Media-Television Advertising Campaigns on Y-Generation Consumers"*

**BS in Communications**, JGT College, Anytown, NY  
*Minor in Accounting*