

NELLIE SMYDRA

CREATIVE PRODUCER

Enthusiastic and passionate production professional with a calling to create content through a practice of compassionate & sophisticated storytelling. Seeking opportunities that serve creative & business needs in front of the camera by building an inclusive and collaborative production environment behind the scenes.

EXPERIENCE:

CONTACT

Phone: 517.242.2303
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EDUCATION

Ringling College of Art & Design
BFA, Film, with Honors

REFERENCES

Available upon request.

AWARDS

Telly Awards | Quicken Loans
SILVER: 2019
Branded Content: Social Impact

- Our Neighbors

GOLD: 2017

Non-Broadcast

- Partnering with Humble Design to Change Lives
- More Than A Place Of Work
- Veterans Helping Veterans

PRODUCER

Weber Shandwick | 2023

Clients: Cheverolet, Buick, CarBravo

- Managed end-to-end production process, ensuring timely delivery and adherence to client specs from pre-production through launch.
- Worked with GM Purchasing requirements communicating directly with vendors throughout triple bid process.

INTEGRATED PRODUCER

Lafayette American | 2022 - 2023

Clients: Kodiak Cakes, Canopy Security

- Communicated and anticipated project timelines, enforcing deadlines to align expectations with cross-functional teams from conception to final delivery.
- Nurtured relationships with external production partners to find the best talent, negotiating contracts, and securing competitive rates for services.
- Oversaw budgeting and resource allocation for multiple projects simultaneously, optimizing costs and maximizing efficiency.

PRODUCER

Local Boy | 2021 - 2022

Clients: Continental Tire, Chevrolet, Smile Direct Club, Guardhat

- Built and wrote treatments with Directors to create production bids, with the supervision of the EP communicating directly with Agency Producers to secure new projects.
- Managed, and hired production vendors nationwide to execute high-level creative on set. Sourced talent, music, and editorial post-production services, ensuring timely payments.
- Established language for the organization documenting DEI values and initiatives behind the camera.

PRODUCER

Rock Central | 2017 - 2021

Clients: Rocket Mortgage, Quicken Loans, Rocket Pro, Rocket TPO

- Lead video production from concept through final trafficked delivery for national and regional broadcast, social, internal communications, and events.
- Collaborate with marketing clients, external vendors, internal production crew, and creative team to execute final creative.
- Created, maintained, and reported production spend for budgets large and small.

PRODUCTION SECRETARY

Detroiters, Season 1 | 2016

- Worked directly with Production Coordinator and Executive Producers assisting in all administrative needs.
- Managed interdepartmental organization throughout pre-production, principal photography, and wrap.

DIGITAL PRODUCER

Pitch Black | 2015 -2016

- Facilitated client needs and expectations to ensure quality project performance in a boutique Digital Agency specializing in Website Development. Client Facing.

ASSISTANT DIRECTING DEPARTMENT

Feature Film, Television & Commercial Production | 2012 -2016