

LESLIE SEDER

SENIOR PRODUCER






SOFT SKILLS

- Leadership
- Communication
- Problem-solving
- Time management
- Organization
- Quick Learner
- A sense of humor

HARD SKILLS

- Film Production
- Event Production
- Photography
- Photo Retouching & Editing
- Adobe Suite
- Microsoft Suite
- Wordpress, WIX & basic CSS

CONTACT

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EDUCATION

University of Oregon
BA in Film, 2015

WORK EXPERIENCE

FREELANCE, SENIOR PRODUCER

July 2021 - Ongoing

- Produce advertising campaigns for a wide range of clients and across all distribution mediums (broadcast, social, digital, print)
- Manage a project throughout the lifecycle of production, from bidding, to physical production, through to post
- Facilitate communication between teams of diverse thinkers
- Monitor budgets, scopes, KPI's, timelines and QA for projects
- Track, monitor, and deliver a wide list of deliverables
- Build and develop vendor/contract relationships

BBDO SAN FRANCISCO, SENIOR INTEGRATED PRODUCER

January 2019 - July 2021

- Led projects from development, through physical production, budget reconciliation and closing
- Responsible for maintaining large deliverable lists
- Track project components from different departments to help ensure topics are presented to clients in a compelling manner and are achievable in our production timeframe and budget
- Accept bids for projects from range of contractors, and manage relationships with external parties
- Actively participated in DEI initiatives

IRON CREATIVE, ACCOUNT & PROJECT MANAGER

September 2017 - December 2018

- Managed & creative directed projects for Salesforce and Levi's.
- Responsible for SOW planning, creative resource allocation, scheduling, budgets and deliverable production.
- Produced digital campaigns, social videos, website redesigns, radio production, print pieces, and social media campaigns.
- Created graphic design projects, booth experiences for trade shows, edited photographs and wrote copy.

The World MS, Video Editor & Producer

May 2014 - October 2015

- Directed and filmed a TV show and extended segments.
- Finalized content in post-production including editing, branding, motion effects, color and exporting.
- Produced live events onboard, including educational lectures, cultural performances and demonstrations.