

JOANNA L. RHODES

CONTACT

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SUMMARY

Accomplished **Executive Producer** with extensive experience orchestrating end-to-end production for diverse promotional, television, social and commercial projects for tier-one clients. Proven ability to strategically manage any size budget and complex logistics, ensuring seamless execution that exceeds brand expectations. Expertise in leading multidisciplinary teams and optimizing operational workflows and budgets. Seeking to leverage a strong background in creative solutions and stakeholder liaison to drive successful content initiatives.

SKILLS

AirTable	Adobe Workfront
Asana	ClickUp
Google/MS Suite	Slack
Claude .ai tools	Lead Content Production
Own Pre-Sale & Bidding	Production Financials
Line Producing Oversight	Team Leadership
Resource Planning	Client-Facing Leadership
Shoot & Travel Oversight	Cross-Functional Collaboration

WORK EXPERIENCE

Remote
08/2024 – Present

Freelance Senior Producer/Content Production Manager Toldright Productions

- 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.

Remote
01/2021 – Present

Executive Producer | Owner JLR Productions

- 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 Zoox (Amazon), WiTricity, Innoviz Technologies, and Helix & Birch Organic Brands.

Remote
01/2024 – 03/2024

Freelance Senior Content Producer Hogwash Studios (Airbnb)

- 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.

Remote
08/2022 – 03/2023

Freelance Senior Resources Producer Real Chemistry

- 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 Air table!

Remote
09/2021 – 08/2022

Senior Post Producer Boomshot Productions (NASCAR)

- Oversaw 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.

Remote
07/2021 – 09/2021

Freelance Senior Content Producer Media Arts Lab (Apple TV+)

- 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.

New York
05/2019 – 10/2019

Freelance Executive Content Producer Firstborn (Peloton)

- Led social-first creative output and broadcast spots, resulting in a 50% increase in viewership and a 45% budget savings through efficiency optimizations.

New York
01/2019 – 05/2019

Senior Broadcast Producer Badger & Winters (JCPenney)

- Directed multi-channel brand spots for broadcast and social, effectively doubling brand reach and increasing recognition rates by 30%.

Los Angeles
02/2018 – 09/2018

Senior Marketing Producer Jam City Entertainment

- 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.

Los Angeles
05/2017 – 01/2018

Executive Integrated Producer Battery Agency

- 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.

Los Angeles/NY
12/2016 – 05/2017

Executive Integrated Producer 360i

- 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'.

Los Angeles
09/2015 – 12/2015

Freelance Senior Post Producer Butcher Editorial (Jaguar, Honda)

- 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%.

Los Angeles
07/2015 – 09/2015

Freelance Senior Live-Action Producer Cheil Worldwide (Samsung)

- Served as Lead Producer for a high-budget global broadcast campaign, delivering four distinct TV spots for the Samsung Tab2.

Los Angeles
01/2015 – 06/2015

Senior Integrated Producer The Pitch Agency

- 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.

Chicago
04/2008 – 07/2014

Producer / Associate Producer Leo Burnett (Kellogg's, P&G, PMI)

- 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.

Chicago
03/2006 – 03/2008

Associate Producer Ogilvy (Unilever/Dove)

- 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.

Chicago
03/2005 – 01/2006

Digital Content Producer Arc Worldwide (Cadillac)

- Managed a technical team of ten, including coders and designers, to execute the comprehensive redesign of the Cadillac.com website.

EDUCATION

Chicago
1993 – 1997

BA - Film
Columbia College Chicago
Honors