

# CORI BOUDIN

EXECUTIVE PRODUCER  
CORIBOUDIN.COM

## CONTACT INFORMATION:

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## SKILLS:

- Content Production for Broadcast, Web & Social Media
- Studio, Location & International Production
- Project Management
- Creative Problem Solving
- Oversee producers, Mentorship
- Budget Creation, Negotiation, Management
- SAG/ACTRA Talent Guidelines
- Podcast Creation
- Upgrade Workflow Systems for Efficiencies

## PERSONAL PROFILE:

An experienced Executive Producer and Content Production Expert with keen understanding of the lifecycle of production process. With passion for organizing "creative chaos," helps companies market and promote their brand and product vision.

## FREELANCE WORK EXPERIENCE:

### GROUP EXECUTIVE PRODUCER

#### Publicis Groupe | 2017-2020

- Managed all aspects of production for P&G brands including Bounty, Charmin, Crest & Vicks
- Set up systems and managed workflow for integrated content production process
- Strategized with teams to create assets, maximize efficiencies and to save brands on production costs

### EXECUTIVE PRODUCER

#### Various Advertising Agencies | 2010-PRESENT

Led production of integrated marketing campaigns:

- Virtue, The Creative Agency by Vice: Lululemon
- Saatchi & Saatchi: Walmart
- Kirshenbaum Bond Senecal & Partners: Simmons, Vanguard, American Express & Red Robin
- Boomagers: Schwan's, Cheer
- Uproar! @ DDB: Hasbro & Topps
- FCB: Fisher Price/Disney, Fisher Price/Nickelodeon
- BBDO: AT&T

## PREVIOUS WORK EXPERIENCE:

### McCann Erickson | 1998-2010

#### VP, Creative Content Producer

Produced Campaigns for Major League Baseball, Verizon, Mastercard, Unilever, US Army, Kohls, Ad Council, Novartis, Rubbermaid, Exxon Mobil, Glaxo-Smithkline, Nestle Waters, Johnson & Johnson, PFChang's, Microsoft, Dos Equis Beer, Lowes, Sprint, Hewlett Packard, Gateway Computers.

## EDUCATION:

**S.I. Newhouse School of Public Communications @ Syracuse University, Television & Film**