

# CORI BOUDIN

EXECUTIVE CONTENT PRODUCER  
CORIBOUDIN.COM

## CONTACT INFORMATION:

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**LinkedIn: @coriboudin**

## 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
- Internal Database Resource Management
- Coordinating timelines and communicating with all teams

## PERSONAL PROFILE:

An experienced Content Production Expert & Producer with deep understanding of lifecycle of content production process. Executes projects from brief to delivery of 360 assets. With passion for organizing the "creative chaos," helps companies elevate their aesthetic and market and promote their brand and product vision.

## WORK EXPERIENCE:

### LEAD EXECUTIVE CONTENT PRODUCER

#### Good Kid, A Comcast Venture | Current Role

- Managed all aspects of content production for in-house agency at Comcast
- Recruited and managed a team of content producers, oversight on execution of integrated projects for Xfinity Brand at Comcast.
- Set up systems and managed workflow for end to end integrated content production process
- Strategized with teams to create assets and maximize efficiencies
- Scoped deliverables and budget details for SOWs related to content creation

### EXECUTIVE PRODUCER

#### Various Advertising Agencies | 2010-Present

Led production of integrated marketing campaigns:

- Publicis/Saatchi: Bounty, Puffs, Charmin, Crest, HPE
- 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 MLB, Verizon, Mastercard, Unilever, US Army, Kohls, Ad Council, Marriott, Novartis, Rubbermaid, Exxon Mobil, Glaxo-Smithkline, Nestle-Waters, J&J, PFChang's, Microsoft, Dos Equis Beer, Lowes, Sprint, Hewlett Packard, Gateway Computers.

## EDUCATION:

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