Gretchen Jacobsen

1046 Delaware Ave SE Atlanta, GA 30316
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Experience

Independent Producer Atlanta, GA August 2005 – Present

Oversee unique productions for advertisers, agencies and photographers such as television and radio commercials, still photo shoots, rich media content, animation and video production.
Research, bid and supervise vendors, schedules and estimates to bring the production in on time and budget.
Identify vendors and talent who can execute the creative vision of the production.
Negotiate all talent, creative usage and licensing needed each client production.
Clients include AFLAC, Toyota, Costa Del Mar, Blue Cross Blue Shield, Norton Museum of Art, Atlantis Resort, Atlanta Convention and Visitors Bureau, Florida Department of Health, No Nonsense and Florida's "Emerald Coast".
Agencies include Intermark Group, The Zimmerman Agency, Three, Proof, Inc., Garage Branding.

Producer Ames Scullin O'Haire, Atlanta, GA June 2002 – August 2005

Oversaw agency broadcast productions and photo shoots from bid though production.
Negotiated talent for agency productions including celebrity and over scale talent.
Edited reels and rip-o-matics on Final Cut Pro.
Wrote copy points for remotes and promotional radio tags.
Trafficked all agency spots, rotation instructions, promotional tags and remote copy points to television and radio stations.
Estimated and reconciled trafficking budgets and invoicing.

Production Business Manager & Interim Producer J. Walter Thompson, Chicago, IL August 1999 – August 2001

Produced radio spots and videos for Partnership for a Drug-Free America, Cheez Whiz and Miller Genuine Draft.
Managed all business, talent and legal affairs for large budget television and radio productions.
Estimated union shooting talent budgets under the standards of SAG, AFTRA and the American Federation of Musicians.
Art buyer for storyboards for presentations and animatics.

Asst. Production Business Manager J. Walter Thompson, Chicago, IL June 1998 – August 1999

Acted as Business Manager on all broadcast Creative Development & New Business projects.
Executed all copyright licensing and registration for original music composed for agency productions.
Researched celebrity talent and music licensing.
Assisted the Director of Broadcast Business Department.

Communications Coordinator Draftworldwide, Chicago, IL August 1997 – June 1998

Managed lettershop vendors to ensure accuracy of direct mail pieces and mailings.
Researched potential marketing tie-in partners and New Business clients.
Created Powerpoint presentations, contact reports and daily correspondence.

Contract Administrator Xerox, Chicago, IL September 1995 – August 1997

Performed all contract auditing, contract processing and supply ordering for facilities management accounts.
Resolved financial and logistical discrepancies in facilities management contracts.
Initiated and managed special inventory and loss prevention projects.

Skills

Final Cut Pro, Adobe Photoshop/Illustrator, Microsoft Word/Excel/Powerpoint

Education

Columbia College Chicago Chicago, IL 1995

Bachelor of Arts, Film & Video with Directing Concentration, graduated with Honors