

# Todd Raymond

310. 902.6331 • toddraymond310@gmail.com

linkedin.com/in/toddraymond

## Sr. CREATIVE PRODUCER

As a strategic and client-focused Producer, I have been successful managing diverse creative duties for clients along a range of advertising and tech-space industries. Among my colleagues, I have become a go-to resource for leadership and creative problem-solving. Positivity, inclusion and quantifiable results are my primary objectives for the team. I love my work and continue to expand my knowledge base to create a cutting edge culture toward data driven successes.

### **Sony PlayStation, Post-Production Producer, 2018 - 2019 (1 year contract)**

Creative and budgetary oversight for world-class 1st & 3rd party game IP's, including budgeting, scheduling, editorial, CG, audio mix and localization. Executing roll out releases for major PS4/PSVR games such as Red Dead Redemption II, Tetris Effect, Fallout, and Days Gone. Responsible for monthly social assets for PlayStation Plus, PlayStation Vue, PlayStation Music and partnership releases with brands such as Nike.

### **Senior Creative Producer | Post Producer, 2015 – 2018**

Execute best-in-class, freelance projects for a range of high-profile organizations and entities. Perform project bidding and budget management in collaboration with industry leaders, cultivating strategic working relationships with creative entities to galvanize production operations for clients. Managed budgets from \$30K to in excess of \$2.5M. Provided post-production budgeting supervision.

#### **Selected Achievements:**

- Oversaw creative direction execution, campaign production management, and related production processes for major companies such as **Hugo Boss, Hyundai** etc.
- Worked with a diverse client profile to include: **Adidas, Guess, Jimmy Choo, Hyundai, Mitsubishi, Chevy, MillerLite, Mercedes, Honey Nut Cheerios, Hugo Boss, Blue Shield, and Chanel.**

### **ManaMedia Group / MediaMedia LA – US / UK / EMEA**

#### **Executive Producer / Producer, 2011 – 2015**

Directed daily operations for ManaMedia LA related to global broadcast and print production, performing all aspects of live action work, interactive and social media production, print development, etc. Executed best-in-class leadership and creative services to optimize industry brand campaigns. Oversaw ad agency creative implementation process from development to distribution. Worked with a diverse client profile to include: Nike, Foot Locker, and Canon EU.

#### **Selected Achievements:**

- **Earned a promotion from Line Producer to Executive Producer** through continued success during the execution of best-in-class creative projects, and high-quality productions on a global scale.
- **Co-Executive Producer of Nike led 2012 London Olympic campaign within 12 countries.**
- Collaborated on execution of engaging and visible **global campaigns for Nike**, managing all aspects of production bidding, budget planning, SOW planning, scheduling, and overall execution.
- **Co-Contributed to company revenue growth from \$1.2M USD to greater than \$12M USD** over an 8-years.
- Managed tier 1 star athletes and celebrities for on-set camera work, including LeBron James, Maria Sharapova, Kobe, etc.

#### **Line Producer, 2008 – 2011 / Freelance Publicity for Paramount Pictures**

Directed productions and media development across 31 commercial spots within the US, UK, and EMEA. Oversaw budget management and rollout as well as payroll administration. Managed the creative process from conception to post-production and wrap. **An expert in labor law compliance and insurance for all aspects of union and non-union, productions.** Served as consultant for several major LA production companies in the area of standards and practices of on-set safety compliance.

## **Educational Background**

**Master of Fine Arts, (Cert. of Completion)** American Conservatory Theatre

**Bachelor Studies, Communications, Film,** California State University at Northridge