

# Brandon Boerner

## INTEGRATED PRODUCTION EXECUTIVE

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### SUMMARY

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Hands-on strategic executive specializing in transforming creative ‘big picture’ ideas into award-winning results. With over 15 years of global integrated production experience, I have built and scaled content production and post-production departments for major advertising companies, including *Publicis Group, IPG, WPP*, and *Innocean Worldwide*. I have worked with some of the world’s largest brands, such as *Apple, Toyota, Hyundai, Walmart, Volkswagen* and *Genesis*. As a media company founder, I bring experience from both the agency and vendor sides, with a comprehensive understanding of the media landscape—from Producer to Account Manager to Managing Partner. I am a natural leader with strong communication skills and a proven track record of building, developing, and leading cross-functional teams.

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### AREAS OF EXPERTISE

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Integrated Production | Interactive Advertising | Studio Development | Digital Marketing | Production Management  
Production Finance | Budget Planning | Production Scheduling | Project Management | Programmatic Media  
New Media | eCommerce | Content Management Systems (CMS) | Web | Broadcast | Radio | Social Media  
Business Affairs | Start-Ups | Team Building & Leadership

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### EXPERIENCE

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#### **Innocean USA** VP, Executive Producer

03/2020 – Present

- Oversee production on Hyundai/Genesis at Innocean USA, ensuring seamless execution across all projects.
- Manage all aspects of production planning, budgeting, and execution across multiple media platforms, including video, digital, and social media.
- Collaborate closely with the Executive Creative Director to align on creative vision and deliver high-quality outputs that meet client objectives.
- Build and lead a team of content creators to handle productions with challenging budgets, efficiently manage resources, and produce new business pitch videos.

#### **Flowertown** Managing Director of Content

03/2018 – 03/2020

- Founded and managed digital media publishing company focused on changing the cannabis conversation from niche to mainstream.
- Hired and developed a staff of 12; oversaw daily operations and all aspects of content creation.
- Built an in-house content and edit facility able to handle all levels of content creation.
- Managed client relations, actively sold new ideas to enhance business and grow revenue, introduced other service offerings, and set and managed expectations. Clients included *Papa & Barkley, Marley Natural, Candescent, and Good Brands*.
- Featured in *Green Market Report, Yahoo Finance, Spectrum News, Benzinga, BusinessWire, Digital Hollywood* and others.

**Innocean USA** Executive Producer

01/2017 – 02/2018

- Managed production for the US launch of the Hyundai Ionic.
- Responsible for production planning, budgeting, and managing productions across multiple media platforms.

**TBWA\Media Arts Lab** Freelance Executive Producer

01/2016 – 01/2017

- Managed production for *Apple iPhone* global marketing campaign; worked with budgets of up to 10M.
- Managed relationships with A-level vendors and suppliers to maintain security and confidentiality.
- Forecast production schedules with launches, and product releases, and sustaining work.

**Innocean USA** Executive Producer, Content

08/2012 – 01/2016

- Managed all aspects of production on Hyundai's FIFA World Cup sponsorship "Because Football"
- Managed numerous vehicle launch and Super Bowl productions.
- Managed all content production for FootJoy Golf over a three-year period.

**The Garage Team Mazda (WPP)** Senior Content Producer

09/2010 – 07/2012

- Joined at inception of agency as employee #3; helped build the production department, and build their studio.
- Produced live action stunts for auto shows which included talent choreography and filming with multiple cameras.
- Managed partner productions with global agency partners which include Canada, Mexico, and Europe.

**Deutsch LA** Freelance Senior Producer

01/2010 – 09/2010

- Served as the lead producer on the launch of the Jetta.
- Produced a partnership with Volkswagen and Jimmy Kimmel to recreate his show opening, featuring a new vehicle daily over a two weeks period, to support the VW "Punch Dub" campaign.

**Saatchi & Saatchi LA** Producer

05/2005 – 12/2009

- Worked on many key campaigns including the *Land Cruiser* launch, *Toyota's* first fully integrated campaign, which included broadcast, print, interactive, and brochure.
- Worked on the Rock the Space partnership with Myspace Music to film bands across the country in a competition that gave away a recording contract.

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**EDUCATION**

**California State University Long Beach**

Bachelor of Science, Business/Corporate Communications

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**TECHNICAL SKILLS**

Trello | Slack | Google Suite (Docs, Sheets, Slides) | Microsoft Office (Word, Excel, PowerPoint)