

Amy Wertheimer

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WORK EXPERIENCE

BBDO Worldwide

Executive Producer, SVP, 2000 – Present

- Produce broadcast commercials for television, cinema, and Internet
- Create work for clients including AT&T, Snickers, FedEx, Mountain Dew, Pepsi, GE, Aquafina, Sierra Mist, America Online, and Campbell Soup Co.
- Oversee all phases of broadcast production
 - Select directors, editors, and special effects companies
 - Bid, negotiate and manage budgets
 - Organize production, shooting and editing schedules
 - Attend and participate in pre-production meetings, shoots, editing and post-production sessions, including film-to-tape transfers, conforms, voice-over records and mixes
- Manage multi-spot campaigns with budgets up to \$15 million; manage schedules from three-day turnarounds to seven-month timelines in domestic and international locations
- Promoted multiple times to current position

Nickelodeon Online

Producer/Project Manager, 2000

- Produced advertiser web sites for Nick.com, Nickjr.com, Nick-at-nite.com, Gas.Nick.com, and TVLand.com
- Responsible for all areas of production from creative conception to posting live mini-sites including interaction with vendors and clients

Tarlow Advertising/Carlson & Partners

Associate Producer, 1997 – 2000

- Produced re-edits of existing commercials for clients Revlon, Almay, Ultima II, Neutrogena, Polo/Ralph Lauren and Rembrandt
- Rendered all phases of broadcast production including finding directors, bidding jobs, preparing estimates, managing budgets, casting, talent negotiations, shooting, editing, special effects, music research and audio recording and mixing

Assistant Broadcast Business Manager, 1996 – 1997

- Initiated and processed talent payment and residual talent estimates
- Secured network clearance
- Trafficked television and radio commercials

AWARDS AND RECOGNITION

- Super Bowl XLIV #1 Admeter, Snickers “Game” featuring Betty White
- Multiple Emmy nominations for Outstanding Commercial (Snickers, GE, Pepsi, Aquafina)
- Cannes shortlist for FedEx, Snickers and Mountain Dew
- AICP awards for FedEx, Snickers and Amp
- Multiple Adweek Best Spots of the Year
- Spots aired on three Super Bowls, Academy Awards, NCAA Final Four and BCS, World Series, and The Masters

EDUCATION

University of Michigan, Ann Arbor, MI

Bachelor of Arts in Communications, May 1996

Instituto di Lorenzo di Medici, Florence, Italy

References available upon request