

Amy Wertheimer

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WORK EXPERIENCE

BBDQ Worldwide

Executive Producer, VP, 2000 – Present

- Produce broadcast commercials for television, HD, cinema and Internet
- Create work for clients including Mountain Dew, Pepsi, GE, Aquafina, Sierra Mist, America Online, Campbell Soup Co. and Cingular
- 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 budgets ranging from \$25,000 to \$5,000,000; 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 developing and executing ideas, finding and hiring designers, managing budgets, negotiating rates, scheduling, presenting artwork to and obtaining feedback from clients, and securing legal clearance

Tarlow Advertising/Carlson & Partners

Associate Producer, 1997 – 2000

- Produced re-edits of existing commercials, product shoots, radio spots, internet spots, ripomatics, photomatics, and tagged versions of 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
- Promoted from assistant producer

Assistant Broadcast Business Manager, 1996 - 1997

- Initiated and processed talent payment and residual talent estimates for network, cable and local television and radio spots
- Secured network clearance for broadcast television commercials
- Trafficked television and radio commercials

AWARDS AND RECOGNITION

- Emmy nominations for Outstanding Commercial, 2007 (GE and Pepsi), 2005 (Aquafina)
- Spots aired on Super Bowl XLI and XLII, Academy Awards, NCAA Final Four, World Series
- Adweek Best Spots of the Year 2004; Adweek Best Spots 2003, 2004, 2005, 2006, 2007

EDUCATION

University of Michigan, Ann Arbor, MI

Bachelor of Arts in Communications, May 1996

Instituto di Lorenzo di Medici, Florence, Italy

Winter Term, 1995

References available upon request