

NEAL OWUSU

Executive Producer

DESCRIPTION

I'm a senior production professional, experienced in producing broadcast television, online content, radio, print, and full web builds. Along with practical know-how, I bring a wealth of experience in production leadership, managing cross-functional teams, department building, and establishing organization-wide process and methods for best practice.

View a collection of produced work at nealowusu.com

AREAS OF EXPERTISE

- Skilled at producing media agnostic campaigns: broadcast, photography, content, print, OOH
- Experienced at producing small to large, complex multi-day, multi-location shoots
- Accomplished at soliciting, negotiating and submitting timelines, ballpark, competitive bids and triple bid production estimates
- Proven track record for anticipating challenges, moving projects forward, and resolving issues swiftly
- Keeping abreast of the production landscape across all genres of creative disciplines
- Implemented best practices for efficient production work flow through scheduling, prep, casting, filming, post, and final deliverables

CAREER HIGHLIGHTS

- 2013 Cannes Lions winner for the Make Health Last campaign I produced for the Heart & Stroke foundation
- 2014- Webby Award winner for an interactive Missing Kids campaign that I produced and also helped develop
- 2019 Gold Marketing Awards with Shoppers Drug Mart in producing a physical tampon dispenser for homeless women called "The Monthly"

TRAINING & EDUCATION

Humber College

MULTIMEDIA PRODUCTION | TORONTO

Humber College

BUSINESS ADMINISTRATION | TORONTO

CONTACT ME

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CAREER SUMMARY

Director of Production

GREY TORONTO | 2020-PRESENT

- Leading end-to-end production processes: collaborating with partners, securing competitive bids, consulting on costs, estimating, casting, negotiating talent, managing timelines, supervising shoots, directing post-production, delivering client presentations, ensuring asset delivery, and finalizing budget reconciliation.
- Collaborating closely with talent unions, I ensure a comprehensive grasp of the legal intricacies and associated terms. This positions me as the foremost source of information within the organization and a beacon of guidance for the leadership team.
- Managing both junior and senior teams within the department, intricately assigning roles, fostering mentorship, and providing comprehensive operational oversight.
- Mastery across diverse production mediums, underscored by a specialized proficiency in broadcast and digital production. Extensive experience spanning the entire spectrum of production endeavours, from conventional to cutting-edge.

Clients: Volvo | Lindt | Pringles | Salvation Army | Canadian Blood Services

Director of Production

TOKYO SMOKE BRANDS | 2019-2020

- Accountable for managing production resources (internal and external), timelines, budgets, vendor relationships, and final product delivery
- Worked closely with internal brand and creative teams to ensure all production needs are met for the execution of video, experiential, and digital concepts
- Oversaw a team of full-time and freelance producers, ensuring they had full support to execute on time, on budget, and across various disciplines
- Responsible for complete range of department production responsibilities including: initiating process, establishing best practices, cultivating and growing production partner relationships, coaching junior creative teams on better matching concepts with feasibility

Senior Integrated Producer

JOHN ST ADVERTISING | 2015-2019

- Managed all phases of production with all mediums: digital, print, photography, broadcast and experiential
- Liaison between directors, production partners, and clients in regards to overall creative and marketing objectives
- Responsible for all facets of broadcast production, including bidding, director/editor search and selection, filming, internal team management, and balancing vendor relationships
- Working with talent unions (ACTRA, UDA, SAG) and understanding/implementing the process based on their changing terms

Clients: Mitsubishi | Shoppers Drug Mart | Loblaw's | Boston Pizza | Winners

Integrated Producer

ZULU ALPHA KILO | 2014-2015

- Fully integrated in broadcast, online, and print campaign production
- Coordinated vendor selection, bidding, and awarding
- Key in leading agency teams through all phases of production and post
- Created detailed project plans, supervising various departments and resources to execute on time and on budget

Clients: Interac | Cineplex | Workopolis | Audi | Coca-Cola | Participaction

Head of Digital Production

LOWE ROCHE | 2013 -2014

- Participated in new business pitches both in planning presentations and presenting Lowe Roche's digital capabilities to potential clients
- Creation of agile and scrum documentation for beginning stages of software development, including but not limited to user stories, test cases, wireframing and development flow charts

Clients: Unilever | TFO | Johnson Insurance | Audi