

Brandie Heinel

Senior Producer
brandie@icyfrance.com

413 Lily St. Apt X
San Francisco, CA 94102
312.399.2818

Hi! My name is Brandie Heinel. I'm a Senior Interactive Producer at Eight Inc. and an instructor at Miami Ad School. Before starting at Eight, I worked at a few other shops as a Senior Producer working for clients like Digg, Adobe, CNN, Kashi, Rock and Roll Hall of Fame, PBS, Nike and more. I previously taught at Columbia College Chicago for five years and have given lectures at DePaul University Chicago and Stanford.

Skills

Senior Producer
Project Management
Marketing
Instructor
Lecturer

HTML
CSS
Adobe CS5
MS Office
OmniPlan
Merlin

Experience

Eight Inc.

June 2010 – Current

SENIOR PRODUCER

- Manage a minimum of 10 million dollars of client work annually.
- Improved profitability of projects after evaluating/improving previous project process.
- Define project plans, scopes, resource allocation, and project milestones to align with project budgets.
- Restructured servers to improve reuse of project information and historic knowledge of projects.
- Negotiate contracts with vendors and clients.
- Manage both the client communication and internal team to ensure that the project moves forward smoothly and that the team stays true to the vision of the project.
- Sample project types include: Website and Custom CMS Development/Design, Application Development/Design (including Android, iPhone, iPad), UX, Strategy, Brand Design, Interactive Touch Screen Walls, Interior Store Design, Product Fabrication, and Signage.
- Sample clients include: Citi Bank, Apple, Tourneau, and ESPN Star.

The Barbarian Group

May 2008 – June 2010

PRODUCER

- Managed teams of 2 to 20 employees across multiple projects totaling 6 million dollars annually.
- Provided product management, project management, and strategic planning on interactive advertising campaigns and digital product development.
- Responsible for day-to-day management of agency clients and internal teams.
- Represented agency in client and pitch briefings.
- Worked with directors across all departments to establish company-wide production standards and workflow.
- Oversaw external vendor and freelance relationship management.
- Orchestrated initiatives from pitch and proposal, through budget and SOW.
- Responsible for resource allocation, development, delivery, and post-launch media and business strategy.
- Coordinated technical and creative teams to deliver work that meets client business goals and highlights agency strengths.
- Sample project types included: Website and Custom CMS Development/Design, Application Development/Design (including Android, iPhone, iPad), UX, Strategy, Brand Design, Augmented Reality, Content Strategy, and Banner Development.
- Sample clients include: Adidas, Adobe, CAA, Casebook, CHANEL, CNN, Digg, Economist, Esquire, Modelinia, PerkStreet, Rock and Roll Hall of Fame, San Diego Zoo, Tennman Digital, and GE.

Experience, Continued

Mule Design

October 2007 – April 2008

CONTRACT PRODUCER

- Managed budgets, schedules, new business initiatives, internal teams, and clients; created SOW's, proposals, and negotiating contracts.
- Clients: All Things D, Cake Financial, PBS, KickStart, and Six Apart.

Odopod

June 2007 – October 2007

CONTRACTOR

- Supported lead video editor during production of a series of videos for NikeSoccer.com.
- Logged footage, identified selects, and edited video.
- Coordinated with the video field crew, music labels, motion graphics designers, Wieden+Kennedy, and R/GA to complete videos.
- Served as a direct contact for the U.S. Soccer team to coordinate footage, interview players, and obtain more information to enhance videos.
- Clients: Nike Soccer, Museum of Science, and Industry.

Freelance

September 2000 – Current

- Responsibilities include development, illustration, and managing budgets, schedules, internal teams, and clients.
- Clients: Flipboard, Yerba Buena Center SF, US magazine, Wolter Group, The Biggest Loser, Venda (Pokemon, Landsend, Market Expo), and Junction Solutions (Mrs. Fields).

Education

DePaul University, Chicago, IL

Graduate Course Work

Major: Computer, Information and Network Security

Columbia College Chicago, Chicago, IL

Bachelor of Art

Major: Digital Media Technology

DePaul University, Chicago, IL

.NET Developer Certificate

Loyola University Rome Center, Rome, Italy

Study Abroad

Emphasis: Italian culture and fine art