

BRANDIE HEINEL

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The Barbarian Group

Producer

San Francisco, CA

May 2008–Current

Provide 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. Represent agency in client and pitch briefings. Work with directors across all departments to establish company-wide production standards and workflow. Oversee external vendor and freelance relationship management. Orchestrate initiatives from pitch and proposal, through budget and SOW. Responsible for resource allocation, development, delivery and post-launch media and business strategy. Coordinate technical and creative teams to deliver work that meets client business goals and highlights agency strengths.

Sample clients include: Adidas, Adobe, Casebook, CHANEL, CNN, Digg, Economist, Esquire, Google, Modelinia, Nike, Rock and Roll Hall of Fame, San Diego Zoo, Tennman Digital.

Miami Ad School <http://www.miamiadschool.com/>

Instructor

San Francisco, CA

December 2007–Current

Instruct classes on illustration, web design, UX and final thesis course.

I See France <http://www.iseefrance.net>

Founder

San Francisco, CA

September 2003–November 2009

Co-founded the clothing company in 2003. Currently direct all operations, also responsible for the creation of press releases, promotional materials and directing the development of all new products and designs.

Mule Design

Producer

San Francisco, CA

October 2007–April 2008

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

Contractor

San Francisco, CA

June 2007–October 2007

Supported 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

San Francisco, CA

September 2000–May 2008

Responsibilities included development, illustration and managing budgets, schedules, internal teams and clients.

Clients: Yerba Buena Center SF, US magazine, Wolter Group, Venda (Pokemon, Landsend, Market Expo) and Junction Solutions (Mrs. Fields).

EDUCATION

Graduate Course Work, DePaul University, Chicago, IL

2006

Major: Information Systems

Bachelor of Art, Columbia College Chicago, Chicago, IL

June 2001

Major: Digital Media Technology

. NET Developer Certificate, DePaul University, Chicago, IL

December 2004

Study Abroad, Loyola University Rome Center, Rome, Italy

July 1999

Emphasis: Italian culture and fine art

References and extended professional experience available upon request.