

# PAUL CAMMAROTA

## EXECUTIVE PRODUCER

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### QUALIFICATIONS & KEY SKILLS

- Global production experience covering a full range of content at all budget parameters
- Communicates, guides, and supports agency and client teams throughout production
- Manages, trains, motivates, mentors, and guides producers
- Builds cost consultant and procurement relationships
- Enthusiastic, clever, creative problem solver

### CAREER HISTORY

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#### **Havas Tonic**

February 2021–Present  
Executive Producer

- Responsible for production and production oversight for pharmaceutical clients including ViiV Healthcare, Amgen, Pfizer
- Liaison between Head of Production and staff/freelance production team

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#### **Freelance Executive Producer**

2018–2020

- @ **Havas Tonic** for Amgen
- @ **MRM McCann** for Honeywell
- @ **IMRE** for AMAG

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#### **Digitas**

2017–2018  
VP, Director, Executive Producer

- Collaborated with in-house and Publicis owned post production teams to internalize net new and animated video production for Accenture, realizing agency and Groupe revenue of over \$150K in one year
- Supervised TV, Radio, CEM, sale, promo, and DRTV production for Comcast
- Supervised live action and video production for Accenture
- Managed production teams for Comcast and Accenture

2010–2017  
Senior Broadcast Producer

- Concepted & produced “Symphonologie” project for Accenture, winning *Silver* and *Bronze One Show Pencils*, plus an honorary mention
- Organized migration of Comcast DRTV and Rapid Response production, editorial, and versioning to Publicis Groupe’s post production division, providing significant savings for client and netting over \$2.5MM for the Groupe
- Responsible for TV and Radio production for Comcast Sports division, as well as sales, promotions, and DRTV

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#### **MRM Worldwide**

2007–2009  
SVP, Senior Broadcast Producer

- Responsible for production of direct marketing tactics (DRTV, Radio, CRM messaging) for Verizon High Speed Internet & FiOS divisions
- Managed production team

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#### **Freelance**

2006–2007  
New Media/Broadcast Producer

- Produced Radio, TV, DRTV, and Pharmaceutical advertising at Digitas, CommonHealth and Saatchi Healthcare

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#### **Grey Worldwide**

2000–2006  
SVP, Group Exec Prod “darkGrey”

- Responsible for Radio & TV spot production for Nokia, BellSouth, Unisys Convergys, and Southern Company • Managed production for new business pitches • Supervised production team

1998–2000  
VP, Group Executive Producer

- Supervised 7 producers • Oversaw production of Radio and TV ads and new business pitches • Clients included Procter & Gamble, Kraft/General Foods, Hasbro, Parker Brothers, Panasonic, Technics, Sprint

### EDUCATION

BFA Cinema Production, Tisch School of the Arts, New York University