

ROSI PRATTS

T: 305-318-6445 | E: rosi@rosipratts.com | www.rosipratts.com - vimeo.com/rosipratts

Profile

- Bilingual / Bicultural Executive Producer of Broadcast and Interactive Media
- Award-winning producer of national and international brands in a wide array of industries
- Reputation for fiscally responsible and highly creative management
- Cross platform successes in digital and offline interactive media, TV & radio
- Driven, inspiring, proactive, unusually resourceful, detail-oriented leader & team-builder
- Facilitator of domestic and international venue flexibility
- Proficient user of Mac, PC, online tools
- Successful delivery of projects within a broad range of budgets, timelines, and constraints
- High quality network of US & international production and post-production collaborators, bringing an array of talents to a variety of projects

Significant Accomplishments

- Led development of Facebook and mobile apps, standard and rich media banners, fan pages, and email blasts for American Airlines, Chase, Ford Motor Company and other global brands
- Directed exceptionally timely and on-budget production of Zubi Advertising's largest, fully-integrated campaign for Ford Motor Company, including TV, Website, YouTube video channel, print, radio, outdoor projections, and in-cinema advertising
- Played key role in execution of Zubi Advertising's award-winning website, zubiad.com
- Winner of multiple awards including: CLIOs, ADDYs, Ojo de Iberoamérica, SOL, USH IDEA, HAPE Awards, WAVE Festival, among others

Experience

DIRECTOR, BROADCAST PRODUCTION

Zubi Advertising, Coral Gables, Florida | 2008 - 2015

- Led Production staff at corporate & satellite offices, and Talent/Business Affairs team
- As part of Management Committee, addressed issues of profitability and overall growth
- Collaborated with VP Creative, providing feedback, direction, and cost saving efficiencies
- Drove Production department to consistently high standards
- Achieved excellent cost/results ratios through creative problem solving

SENIOR BROADCAST PRODUCER

Zubi Advertising, Coral Gables, Florida | 2001 - 2008

- Managed multiple projects simultaneously from initial creative development through post-production, final delivery, and billing
- Managed the department in the absence of the Director of Broadcast Production
- Efficiently produced, organized, and tracked TV and radio campaigns for national clients such as American Airlines, Ford Motor Company, Lincoln-Mercury, M&M Mars, Olive Garden, SC Johnson, Wachovia Bank and Western Union

PREVIOUS EXPERIENCE

Senior Broadcast Producer for Bromley Communications, San Antonio, Texas

Brands: P&G, Burger King, Continental Airlines, General Motors, Gerber Food, Western Union

Education and Affiliations

- Bachelor of Arts – English Literature and Education, University of Puerto Rico
- Animation Seminars. Will Vinton Studios Animation Camp, Portland, Oregon
- Active in industry related organizations
- Volunteer for local charities