

R O S I P R A T T S

R O S I P R A T T S . C O M

CONTACT

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Rosemarie Pratts

CHARACTER

- Capacity for practical knowledge; common-sense, good judgment and out-of-the-box thinking
- Altruistic: Sensitive to issues regarding sustainability, conservation, and advocacy for animal rights
- Visionary in foreseeing situations, providing practical win-win solutions, and enabling improved change
- Mindset on economies-of-scale; sacrificing quality is never an option.
- Inspiring team builder and role model
- Energetic detail-oriented and organized multitasker
- A fearless and perseverant leader and team player

ACADEMICS

Bachelor of Arts
English Literature and Education,
University of San Juan, PR

Animation Seminars
Will Vinton Studios Animation
Camp, Portland, OR

SKILLS

Creative Management
Organizational Effectiveness,
Development + Improvement
Information Technology
Human Resources & Finance
Strategic, Targeted & Measurable
Results
Multicultural & Bilingual
US + International Planning,
Negotiating + Contracting for all
aspects of production
Social, Digital + Traditional Media
Mac, PC, online + Social Media
applications/software

WORK EXPERIENCE

OFFICE ADMINISTRATOR

G Alvarez Studio | 2017 - Present

- Spearheaded all administrative functions related to design, interior architecture and space planning, for award-winning architecture studio
- Initiated and directed innovative enhancements of a technological system for project tracking, accounting, and human resources.
- Accomplished cost reduction, process efficiency, resulting in optimum productivity.

FREELANCE PRODUCER

Various | 2015 - 2017

- Produced many high recall/top-of-mind campaigns for major brands/products, in respected culturally diverse agencies:
 - *Orci Hispanic Agency & Multicultural Marketing*, Los Angeles CA: Yaveo, Honda, Dole, among others.
 - *Lapiz Marketing & Advertising*, Chicago IL: Purina; a pool of TV spots produced in Mexico.
 - *Conill Multicultural Agency*, Los Angeles CA: Procter & Gamble; Crest toothpaste and Head & Shoulders shampoo.

DIRECTOR OF BROADCAST PRODUCTION

Zubi Marketing & Advertising | 2008 - 2015

- Managed and led production and talent/business affairs personnel at corporate & satellite offices
- Addressed issues of profitability and overall growth, as key member of the management committee
- Collaborated with VP of creative services, by providing feedback, direction, and cost-saving efficiencies
- Drove production department to a consistent level of excellence by superseding expectations
- Achieved exemplary cost/result ratios through innovative creative problem-solving

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CHARITABLE CONTRIBUTIONS

Lutheran Church Charities for
Comfort Dog Travel
www.LutheranChurchCharities.org

San Antonio, Texas Food Bank
(SAFB)
<https://safoodbank.org/>

Fish of SanCap
<https://www.fishofsancap.org>

Paw Patrol Animal Rescue:
<https://pawpatrolanimalrescue.com/contact-us>

Humane Society of the United States
www.humanesociety.org

Kristy House
<https://kristihouse.org/>

CROW Sanibel
<http://www.crowclinic.org/>

ACCOMPLISHMENTS

- Award-winning producer of national and international cross-category brands & services advertising campaigns.
 - Responsible for flawless coordination of projects produced locally (U.S.A.) and abroad: Mexico, Argentina, Spain, etc.
 - Successful delivery of projects within a broad range of budgets, timelines, and constraints.
- Ability to assemble a high-quality network of US & international production post-production collaborators, as well as bringing diverse talent into a variety of projects.
- Initiated and directed innovative enhancements in an improved technological system for project tracking, accounting and human resources.
 - Managed and directed website development from start to finish; strategic planning, branding design and photography.
 - Directed the installation and training in new software platforms, including maintenance capability.
 - Established methods for consistency and accuracy in office procedures
 - Initiation and implementation of employee benefit plans and team-building activities.
- Media Awards Won: CLIOs, ADDYs, OJO de Iberoamérica, SOL, USH, IDEA, HAPE and WAVE Festival:
 - Led the buildout and evolution of user-friendly Facebook and mobile apps, top-of-mind standard and rich media banners and fan pages, encouraging interaction, engagement, and lead generation.
 - Responsible for the development and success of email blasts for American Airlines, Chase, Ford Motor Company and other global brands, companies, and corporations.
 - Directed on-schedule and on-budget production of Zubi Advertising's largest, fully integrated campaign for Ford Motor Company: TV, website, YouTube video channel, print, radio, outdoor projections, and in-cinema advertising: <http://rosipratts.com/#/portfolio/ford-fiesta-ready-pa-tu-mundo/>