

R O S I P R A T T S

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

C O N T A C T

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1515 Pizarro St. Coral Gables, FL 33134
Rosemarie Pratts

C H A R A C T E R

- 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
- Leader and team player

A C A D E M I C S

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

Animation Seminars
Will Vinton Studios Animation
Camp, Portland, OR

S K I L L S

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

W O R K E X P E R I E N C E

BUSINESS OPERATION MANAGER

G. Alvarez Studio, Inc. | 2017 - Present

- Analyzed current processes to make company as efficient as possible.
- Ensure that day-to-day operations of the business run smoothly as well as ensure long-term growth.
- Created and implemented company policies to help a team of 20 people operation more efficiently.
- Oversaw budgeting and planning efforts for office equipment and technology.
- Negotiated with vendors for pricing and service standards.
- Oversaw accounting reports for company's financial meetings.
- Continuously make recommendations on proactive strategies to improve general productivity.
- Collaborate with Business Analyst team on software research and transition management.
- Responsible for all aspects related to the website production from vendor selection to final execution including site content and technical release planning. Acted as the liaison between studio and web production team.
- Involved with every department from marketing to production, to learn about staff and processes and provide insight on how to be more efficient and productive.
- Initiated and directed innovative enhancements of a technological system for project tracking, accounting, and human resources.
- Oversaw and implemented HR functions such as payroll management, company policy documents, and benefits.
- Supported the hiring process by posting job openings, scheduling interviews, and coordinate new-hire paperwork.
- Ensure employee's performance evaluations are completed timely and accurately.
- Coordinated employee's USCIS legal documentation.
- Accomplished cost reduction, process efficiency, resulting in higher standards of productivity
- Act as liaison for social media team.
- Primarily responsible for the oversight of all aspects producing G. Alvarez Studio's website <https://www.galvarezstudio.com>

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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://kristyhouse.org/>

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

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
- 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

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
 - Oversaw the installation and training of new software platforms

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A C C O M P L I S H M E N T S

- - 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/>