

JOHANNA VANDERSPOOL

Los Angeles, California | New York, New York

Portfolio: www.JohannaVanderspool.com |

Affiliations: PGA, TV Academy, WIM, AWD, AFI, CineFemme, Rebel Entertainment

PERSONAL OBJECTIVE

- Seasoned entertainment production leader and collaborator from development ideation to post conclusion; to develop and execute creative media (visual + audio) by means of showrunning, directing, content editing, writing and producing for scripted + documentary TV series, radio, commercials, promos, films + branded digital production.
- Facilitate and supervise in the growth of brand and/or media production; to create “must-see-hear” content and exceed client and/or network expectations.

RELATED EXPERIENCE

EXECUTIVE PRODUCER | CO- EXECUTIVE PRODUCER

2011-Present, Los Angeles CA

- CEO and Founder of Rolling Ball Productions, a full service media production company. Employed as company head or independent Freelance Executive Producer. Represented by Rebel Agency.
- Executed numerous TV series, branded digital content, corporate videos, commercials on several distribution platforms, from traditional TV/Cable broadcasting, OTT, SVOD launch, Live Events, APP platforms.
- Raised capital funds through investors and solidified key relationships to green light projects.
- Addressed and project managed RFPs/SOWs directly with network/client/agency peers/VP production companies in their creative and logistical mandates. Balanced the expectations of clients with the execution of creative work. Quality controller.
- Pitched creative concepts via creative briefs and created bids to prospective new and current clients.
- Built strategic operational plans and collaborated with various Department Heads to ensure projects ran well and on margin. Coordinated the resources needed to service projects.
- Chief content editor and creator of short form and long format programs. Wrote and directed content, through pre-pro, production and post, as necessary. Oversaw and elevated writer’s rooms.
- Directly supervised live action, audio and digital projects, from development into production, through post production delivery of assets.
- Curated, recruited mentored and led a team of 20-75 employees on each IP (live action and experiential projects); including booking talent (actors and interviewees) and personnel— consisted of directors, writers, producers, editors, writers, composers, GFX/VFX artists, et al; built an outstanding rolodex.
- Pivoted gracefully under tight schedules, challenging productions, difficult talent, network/client pressure.
- TV and Digital Productions include: CMT’s Studio Shake Up, Tastemade’s Quest for the Fest, Fullscreen’s Single & Swiping, Spike TV’s The Box, IFC’s Gigi Does It (scripted comedy), Hallmark’s Kitten Bowl V (scripted sports).
- Branded Digital | Commercials include: WOW TV Radio, Facebook Watch/Men’s Health Gross, Coffee Bean & Tea Leaf Barista Competitions/Trade Up Cup Live Events/ Scripted Comedy Vignettes- What Happens at CBTL...

DIRECTOR | CREATIVE DIRECTOR

2005-Present, New York NY and Los Angeles CA

- Motivated talent, celebrity and non-celebrity, in narrative/reality/doc performances and pickups; as well as sit-down interviews or OTFs.
- Created efficient shot lists, scene design and talent blocking. Problem solved creative and filmmaking issues. Amped up comedy, drama, re-enactment and action sequences.
- Instructed below-the-line crew of creative vision during prep, production and wrap of scenes.
- Collaborated with Assistant Director, Cinematographer and Producers to execute vision, proper storytelling and best practices of resources, with savvy problem solving.
- Wrote beatsheets and collaborated with visual/sound editors in the offline/online editing of episodes/spots.
- Executed on time, on budget; while maximizing the highest production value and storytelling.
- TV and Digital Productions include: Lifetime Movie Network’s My Crazy Sex (scripted comedy), Comedy Central’s Another Period (SnapChat) (scripted comedy), Travel Channel’s Bizarre Foods with Andrew Zimmern, Discovery’s Big Medicine, TruTV’s Speeders and Speeders Fight Back, E’s Summer Movie Specials with Ben Lyons.

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- Film Productions include: *Love at First Mess* romantic (comedy), *Never Let Me Go* (drama), *Frost Influence* drama short, *Fresh Blood* award winning action comedy short, festival winner.
- Branded Digital | Commercials include: Nike's *Marathon Kids*, Pier 1 Import's *Style My Yard*, BMI's *Lifetime Achievement in Composing*, American Airline's | Capitol Records *Artist Spotlight*, Google's *Ingress Obsessed*, Verizon Wireless's *How Sweet The Sound*, ES Música: *Artists Interviews Latin, American Career | NorthWest | Platt College*, Vaseline's *140th Anniversary campaign*, Liberty Mutual's *Let Freedom Ring Black History Month PSAs*, Coffee Bean & Tea Leaf *Barista Competitions/Trade Up Your Cup Live Events/ Scripted Comedy Vignettes*.

SUPERVISING PRODUCER | SENIOR CREATIVE PRODUCER

2006-2017, New York NY and Los Angeles CA

- Second in command to Executive Producers. Assisted EPs in executing network or client project goals.
- Recruited and hired above and below-the-line personnel. Booked talent via managers, agents or outreach.
- Produced and directed storylines of characters for development, on-set and in post production; using Avid, Premiere, Final Cut Pro.
- As head content editor, wrote and developed original and fresh creative briefs/outlines/episodic scripts/host copy/papercuts/voiceovers in growth of a brand or program. Led writer's rooms.
- Project managed multiple episodes/spots, ensuring proper execution, delivery and quality control.
- Solved problems with astute leadership and follow through, maximizing resources and collaboration.
- Negotiated vendors, locations, contracts. Created production and post production schedules.
- TV Shows include: HULU's *Defining Moments*, SYFY's *Live From Comic Con*, Bravo's *Styled to Rock with Rihanna*, Spike TV's *Tattoo Rescue*, GSN's *It Takes A Church*, HGTV's *Selling LA/Going Yard/The Antonio Treatment*, MTV's *UnDressed/True Life/Made*, PBS's *Secrets of the Soul*, Esquire's *Knife Fight*, ABC's *Extreme Makeover Home Edition*, Bravo's *The Millionaire Matchmaker*, Lifetime's *Top This Party*, History's *Ax Men*.
- Branded Digital | Commercials include: Beachbody's *Three Week Yoga Retreat/P90X/ Shakeology campaigns*.

POST PRODUCER | STORY PRODUCER

2008- 2017, Los Angeles CA

- Using Avid, Premiere, Final Cut Pro to cut together (or string out) raw footage into episodes, spots, videos.
- Content edited and wrote voice-overs, wall-to-wall copy, on-screen tips/how to's. Created show opens, bumpers, cliffhangers.
- Projected, maintained, revised editor and other post producers in sound booth, mixing, cutting schedules.
- Acquired music libraries, archival clips; as well as commissioned composers, actors, GFX, VFX artists.
- Oversaw multiple cuts with multiple storylines and characters. Asset media management from source to deliverables. Addressed network or client notes.
- TV Shows include: IFC's *Gigi Does It (scripted comedy)*, Hallmark's *Kitten Bowl 5*, HGTV's *Selling LA/Going Yard/The Antonio Treatment*, Esquire's *Knife Fight*, Fullscreen's *Single & Swiping*, Travel's *Bizarre Foods*, USA Network's *Temptation Island 2*.
- Branded Digital | Commercials include: Google's *Ingress Obsessed*, Verizon's *How Sweet The Sound*, Men's Health *Gross*, Pier 1 Import's *Style My Yard*, Coffee Bean & Tea Leaf campaigns.

DIRECTOR OF DEVELOPMENT | CONSULTANT | WRITER | CONTENT EDITOR

2007- Present, Los Angeles CA

- Investigated new trends in the industry and sourced new Intellectual Property. Created original new concepts and TV/digital/commercial formats for various distribution platforms; including OTT, SVOD, APPs.
- Researched diverse subject matters. Outreached via cold calls. Ensured authenticity of concepts.
- Cast and booked on-camera and vocal talent (celebrity/non-celebrity). Pre-screened, interviewed and filmed with talent, on-set or via Skype.
- Wrote and content edited creative briefs, development pitch decks, treatments, outlines, short and long format scripts, host copy, character sheets.
- Edited storylines, utilizing Avid/Premiere/Final Cut Pro, in full or pre-edits of casting tapes and sizzles.
- 70% success rate in greenlit pilot and/or first run season.
- TV companies include: Relativity, Evolution Studios, Superdelicious, O'Malley Productions, Ovation TV, Conrad Riggs Productions, Langley Productions, MTV Productions, Kids at Play Media, Tastemade, Fullscreen, Bob Industries.

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COMMERCIAL BRAND PRODUCER | LINE PRODUCER | PRODUCTION EXECUTIVE

2005- Present, New York and Los Angeles CA

- Budgeted and bid/RFPs for projects, utilizing EP Budgeting/ScheduAll. Maintaining and actualizing budget.
- Set up production infrastructure, from payroll/contracts/hiring/call sheets/schedules.
- Ensured SOWs and final deliverables were met in premium quality, on time and at or under budget.
- Sourced and oversaw multi-departmental team of crew, staff and talent; while negotiated physical production resources and costs, i.e. equipment, locations and trade outs.
- TV Shows/Films include: [Morgan Spurlock's feature doc, *Where In The World Is Osama Bin Laden?*](#), [MTV's *High School Stories*](#), [Nickelodeon's *Supersize Teen Nick Special*](#), [MTV's *Total Request Live*](#).
- Branded Digital | Commercials include: [Time Warner Cable's *Major League Baseball FanFest*](#), [Mike's Hard Lemonade](#), [Murad](#), [Nike](#), [Coffee Bean](#), [Verizon](#), [Comcast](#), [American Career | Platt | Northwest Colleges](#).
- Agencies include: [Bob Industries](#), [Deutsch LA](#), [WashLA](#), [Saatchi & Saatchi](#), [OMD](#), [Ground Zero](#), [Rhyme Loves Reason](#), [Rocket XL](#), [Grey Worldwide](#), [Doner Agency](#), [Toyota](#), [Pepsi/Pure Tea Leaf](#), [Ford](#), [Chevrolet](#).

HEAD OF PRODUCTION AND DEVELOPMENT

2013

PopSugar, Los Angeles CA

- In charge of growth, creative scripted and documentary development and logistics for studio and news productions; across several vertical channels, i.e. fitness, fashion, celebrity, red-carpet, family, living, culture, beauty, brand integration, et al. Mentored department staff of 15+.
- Re-vamped budgets to pave way for linear TV channel.

PRODUCER | ASSOCIATE PRODUCER

2002- 2005

Comedy Central | MTV | Viacom, New York NY

- Staff Associate Producer at Comedy Central. Coordinated filming and writing of digital productions for exclusive web videos for [Comedy Central's *The Daily Show with Jon Stewart*](#), [The Chappelle Show](#), [Crank Yankers](#), [Reno 911](#), [Comedy Central Roasts](#).
- Project managed online ad sales, via DoubleClick Media and Social Banners, to ensure clients' ads ran on time, as scheduled.
- As perma-lancer, field produced and directed talent + ENG crew on various documentary and live TV show productions for [MTV Networks](#), [VH1](#), [BET](#), [Nickelodeon](#).

SPECIAL EVENTS COORDINATOR

2000- 2002

Sony Pictures, New York NY

- Assisted SVP Ad Sales related to Columbia Tri-Star International IP. Negotiated vendors, booked ENG crew.
- Created event concepts, managed Red Carpets/Special Events and Premieres, i.e. [Sony](#) and [Columbia TriStar's *Charlie's Angels*](#), [XXX](#), [Enough](#), [Spiderman](#), [Survivor Malaysia](#), and [Eco Challenge](#). Crowd controlled 250+ celebrities, staff & crew.

TECHNICAL SKILLS

<ul style="list-style-type: none">• AVID UNITY ADOBE PREMIERE FINAL CUT PRO 7...Editor, Advanced String Outs	<ul style="list-style-type: none">• EP BUDGETING MOVIE MAGIC SCHEDULALL Advanced EXCEL
<ul style="list-style-type: none">• POWERPOINT KEYNOTE PAGES Presentation Advanced Skills	<ul style="list-style-type: none">• CANON 5D + CANON C300, PANASONIC HVX 200 Camera Operator Shooter
<ul style="list-style-type: none">• SHOT DESIGNER Story Boarding Shot List	<ul style="list-style-type: none">• FINAL DRAFT Script Writer, Content Editor

EDUCATION

Second City: Certificate of Writing— Late Night Talk Shows, Comedy Writing— Los Angeles, CA

New York Film Academy: Certificate of Filmmaking— Directing and Producing— New York, NY

University of Florida: Master of Arts, Communications: Media Management— Gainesville, FL

University of Florida: Bachelor of Science and Bachelor of Arts, Communications | Literature— Gainesville, FL