

# JOHANNA VANDERSPOOL

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Los Angeles, California

Portfolio: [www.JohannaVanderspool.com](http://www.JohannaVanderspool.com) |

Affiliations: PGA, TV Academy, WIM, AWD, AFI, CineFemme, Abrams Artist Agency

## PERSONAL OBJECTIVE

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

## RELATED EXPERIENCE

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### 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 Abrams Artist 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.
- Directly supervised live action and digital projects, from development into production, through post production delivery of assets.
- Directed and wrote content creation, through production and post, as necessary.
- Curated, recruited, mentored and led a team of 20-75 employees on each IP (live action and experiential projects); including 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, Hallmark's Kitten Bowl V.
- Branded Digital | Commercials include: Facebook Watch/Men's Health Gross, Coffee Bean & Tea Leaf Barista Competitions/Trade Up Your 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.
- Wrote beatsheets, hotshots and collaborated with 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 140<sup>th</sup> 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.
- Wrote fresh creative briefs/outlines/episodic scripts/host copy/papercuts/voiceovers, as required.
- 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:** *IFC's Gigi Does It (scripted comedy)*, *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.
- Writing voice overs, wall-to-wall copy, on-screen tips/how tos. Created show opens, bumpers, cliffhangers.
- Projected, maintained, revised editor and other post producer 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.*
- **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 | DEVELOPMENT CONSULTANT | WRITER

2007- Present, Los Angeles CA

- Investigated new trends in the industry and sourced new Intellectual Property. Created fresh 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 talent (celebrity/non-celebrity). Pre-screened, interviewed and filmed with talent, on-set or via Skype.
- Wrote creative briefs, development pitch decks, treatments, outlines, 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*, *Superdelicious*, *O'Malley Productions*, *Ovation TV*, *Conrad Riggs Productions*, *Evolution Studios*, *Langlely Productions*, *MTV Productions*, *Kids at Play Media*, *Tastemade*, *Bob Industries.*

## 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.
- Managed interpersonal dynamics between development, production and post teams.
- Ensuring SOWs and final deliverables were met in the highest quality, on time and at or under budget.

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- Sourced crew and staff, 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 creative 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.
- Re-vamped budgets to pave way for linear TV channel.
- Mentored department staff of 15+.

## 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

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

## EDUCATION

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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, Communications: Film| TV Production— Gainesville, FL

University of Florida: Bachelor of Arts Honors, Liberal Arts: Literature— Gainesville, FL

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