
JOHANNA VANDERSPOOL

Multi-Platform Latinx Executive Producer | Head of Content, Production, Development

Los Angeles, CA | New York, NY

Portfolio: JohannaVanderspool.com | RollingBallProductions.com

PROFILE

- Seasoned client facing creative + production leader — development ideation, physical production to post conclusion — with 20 years creative and logistical experience in commercials, films and television; to develop and execute creative media (visual + audio) by means of showrunning, bidding, directing, content editing, writing and producing for TV series, radio, podcasts, commercials, promos, films, live events + branded digital production.
- Facilitate and supervise in the growth of brand; to create “must-see-hear” content and exceed client expectations. B2B and B2C. Agency | Buyer | Seller media experienced.

EXPERIENCE

EXECUTIVE PRODUCER | SHOWRUNNER

2011-Present, Los Angeles CA

- [CEO and Founder of Rolling Ball Productions](#), a full service media and commercial production company. Employed as company head or independent [Executive Producer](#).
- Executed numerous TV series, branded digital content, corporate videos, national and regional commercials on several distribution platforms— from traditional TV/Cable broadcasting, Streaming, [OTT](#), [SVOD](#) launch, Live Events, [APP](#) platforms.
- Project managed and addressed [RFPs/SOWs/KPI's](#) directly with network/client/agency in their creative and logistical mandates. Balanced the expectations of clients with the execution of creative work. Lead quality controller and chief content officer.
- Pitched creative concepts via briefs, pitch decks, as well as created budgetary bids and production schedules to prospective new and current clients. Bids from \$10K to \$1M.
- Built strategic operational plans and collaborated with various Department Heads to ensure projects ran well and on margin. Booked resources needed to service projects.
- Directly supervised and shepherded live action, audio and digital projects, from development into production, through post production delivery of assets. Provided editorial notes and addressed network/client editorial needs. Wrote and directed content, through pre-pro, 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 booking talent (actors and interviewees) and personnel— consisted of directors, writers, producers, editors, writers, composers (BMI/ASCAP), GFX/VFX artists, et al; built an outstanding rolodex in Los Angeles, New York and internationally.
- Pivoted gracefully under tight schedules, challenging productions, difficult talent, network/client/agency pressure.
- [Projects](#): [BET's BET Awards 2020](#), [YouTube Originals Creator's Spotlight](#), [Hulu's Defining Moments](#), [CMT's Studio Shake Up](#), [Tastemade's Quest for the Fest](#), [Fullscreen's Single & Swiping](#), [Spike TV's The Box](#), [Gigi Does It](#) (scripted comedy), [Hallmark's Kitten Bowl V](#) (scripted sports),
- [Branded Digital | Commercial Clients include](#): [Nike](#), [Toyota](#), [American Airlines](#), [Coffee Bean and Tea Leaf](#), [Pier 1 Imports](#), [Capitol Records](#), [WOW TV](#), [American Career Colleges](#), [Time Warner Cable](#), [Vaseline](#), [Beachbody](#), [Murad Beauty](#), [Comcast](#), [VW](#), [Ford](#), and more...
- [Agencies include](#): [Saatchi & Saatchi](#), [OMD](#), [Deutsch](#), [Rhyme Loves Reason](#), [Doner](#), [Grey Worldwide](#), [Bob Industries](#), [*160over90 \(2022\)](#), [*Sawhorse Productions \(2022\)](#), [**MediaMonks \(2022\)](#)

DIRECTOR | CREATIVE DIRECTOR

2005-Present, New York NY and Los Angeles CA

- Created dynamic pitch decks to sell ideas. Created efficient and economical shot lists, schedules, budgets, scene design and talent blocking to ensure premium product.
- Motivated talent, celebrity and non-celebrity, in narrative/reality/doc/commercial performances, interviews and pickups. Amped up comedy, drama, re-enactment and action sequences.

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- With savvy problem solving skills, instructed below-the-line crew of creative vision and best practices of resources during prep, production and post.
- Collaborated with visual/sound editors in the offline/online editing of episodes/spots. Led compelling completion of spots via AVID, PREMIERE, FCP, After Effects.
- 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](#).
- 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/Comedy Vignettes](#), [**WhatsApp/Meta \(2022\)](#)

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. Up to \$4.9M for a feature doc film.
- Set up production infrastructure, from payroll/contracts/hiring/call sheets/schedules.
- Ensured SOWs/KPI's 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](#), [*Bitget DIY Girls \(2022\)](#), [*Bose \(2022\)](#), [*WhatsApp/Meta \(2022\)](#),*

SUPERVISING PRODUCER | SENIOR CREATIVE PRODUCER

2006-2017, New York NY and Los Angeles CA

- Assisted EPs in executing network or client project goals.
- Recruited and hired above and below-the-line personnel. Booked talent via managers, agents or direct 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](#), [OWN's Profiled: The Black Man](#), [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](#), [OWN's Profiled: The Black Man](#).
- Branded Digital | Commercials include: [Beachbody's 3 Week Yoga Retreat/P90X/ Shakeology](#) campaigns, [*Noovie \(2022\)](#), [*Chevrolet \(2022\)](#), [*Lands End \(2022\)](#), [*WhatsApp/Meta \(2022\)](#)

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SUPERVISING POST PRODUCER | STORY PRODUCER

2008- 2022, Los Angeles CA

- Overseeing entire boutique creative agency and post production service company. Hiring Post Supervisors, Editors, VFX/GFX teams, Colorists, Sound Mixers, Composers, ADR.
- Bidding and budgeting entire post production from production through deliverables. Client interfacing from development through delivery.
- Post supervising, as needed, in heavy pipeline of commercials and branded digital entertainment.
- 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 editor and other post personnel in budget and schedules for sound and VO mixing, offline and online editing, color correction, etc...using Frame.IO editorial reviews to provide notes.
- Acquired music libraries, archival clips; as well as commissioned/booked/bid 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.
- Provided editorial notes to post staff, and addressed network/client editorial needs.
- 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](#), [Discovery Asia](#), [Fox Alternative](#), [PBS Boston](#), [Kids at Play Media](#), [Tastemade](#), [Fullscreen](#), [Bob Industries](#).

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+.
- Provided editorial notes to verticals. Re-vamped budgets to pave way for linear TV channel.

PRODUCER | ASSOCIATE PRODUCER

2002- 2005

Comedy Central | MTV | Viacom, New York NY

- As perma-lancer, field produced and directed talent + ENG crew on various documentary and live TV show productions for [MTV Networks— MTV, VH1, BET, Comedy Central, Nickelodeon, Spike](#).

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- 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.

Extended Staff Experience at Greenberg Traurig, Sony Pictures & Comedy Central | Technical Skills | University Education

TECHNICAL SKILLS

<ul style="list-style-type: none">• AVID UNITY ADOBE PREMIERE FINAL CUT ...Editor, Advanced String Outs	<ul style="list-style-type: none">• EP BUDGETING MOVIE MAGIC SCHEDULALL Advanced EXCEL Sheets
<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
<ul style="list-style-type: none">• Former Reporter On Camera Host Public Speaker	<ul style="list-style-type: none">• COVID Compliance Officer- Health Education Services

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: Journalism and TV/Radio Telecommunications Production, and Bachelor of Arts Literature— Gainesville, FL