

JOHANNA VANDERSPOOL

Multi-Platform Latinx Creative and Logistical Leader

Los Angeles, CA | New York, NY

Portfolio: JohannaVanderspool.com | RollingBallProductions.com

PROFILE

- Client facing creative + production leader — development ideation, physical production to post production conclusion — with 20 years creative and logistical experience in commercials, television series, film and live events; to develop and execute creative media (visual + audio + printed) by means of showrunning, bidding, directing, content editing, writing and producing for ad agencies, commercials, branded digital/social production, TV series, live events, promos, films, radio, and podcasts; across multi platforms and genres.
- Facilitate and supervise in the growth of brand or IP to create “must-see-hear” content. B2B and B2C. Ad Agency | Buyer | Seller media experienced.
- Recent in house roles: Sr. Writer/Editor at Sony Pictures (2024), Senior Producer at The Many (2023-2024), Executive Producer, Live Action Films at Media.Monks (2022-2023) and Supervising Post Producer | Post Production Executive Lead at Sawhorse Productions (2022). ([Full Credits List available](#))

RELATED EXPERIENCE

INTEGRATED EXECUTIVE PRODUCER | SHOWRUNNER

2011-Present, Los Angeles CA

- [Founder of Rolling Ball Productions](#), a 360° full service media and commercial production company. Employed as company head or independent [Executive Producer](#).
- [Branded Digital | Commercial | Experiential Clients include: Nike, Toyota, American Airlines, Coffee Bean and Tea Leaf, Pier 1 Imports, WOW TV, American Career Colleges, Time Warner Cable, Vaseline, Beachbody, Murad Beauty, Comcast, VW, Ford, OC Health Agency and more...](#)
- [Agencies include: Saatchi & Saatchi, OMD, Deutsch, Rhyme Loves Reason, Doner, Grey Worldwide, Bob Industries, 160over90 \(2022\), Media.Monks \(2022\), The Many Studios \(2023-2024\), Pulsar Advertising \(2024\).](#)
- [TV Projects include: 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 \(scripted sports\).](#)
- Executed numerous TV series, branded digital/social content, corporate videos, national and regional commercials on several distribution platforms— from traditional TV/Cable broadcasting, Streaming, [OTT, SVOD](#) launch, Live Events, social media [APP](#) platforms (Instagram, YouTube, TikTok, SnapChat).
- 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 integrated creative concepts via briefs, pitch decks, as well as created integrated budgetary bids and production schedules to prospective new and current clients. Bids from \$10K to \$5M.
- Defined 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, quality checked deliverables 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/ad agency pressure.

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ADDITIONAL EXPERIENCE

CREATIVE DIRECTOR | DIRECTOR

2005-Present, Los Angeles CA and New York NY

- 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), Orange County Health Mental Health Campaign (2024).
- 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.
- For Ad Agencies + Brands, created copywriting and design elements for decks to sell brand ideas. Managed design and copywrite teams, across broadcast, OOH, photos, digital, social content and live activations. Led content strategy.
- For Networks + ProdCos, created dynamic pitch decks to sell show ideas. Created efficient and economical outlines, character breakdowns, 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.
- Sourced creatives and mentored small and large teams to execute compelling graphics, copy and visuals to amplify brand messaging.
- 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. Also execute editing, when desired.
- Executed on time, on budget; while maximizing the highest production value and storytelling.
- Increased viewership of brands, with impressions of 750K up to 20M views across YouTube, Instagram, TikTok, Snapchat, Facebook.

HEAD OF PRODUCTION | COMMERCIAL BRAND PRODUCER | LINE PRODUCER

2005- Present, Los Angeles CA and New York NY

- 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), eBay *Sneakers Black Fri* (2023), Synchrony Bank's *Holiday Safari* (2023), NOS/*Full Throttle* (2023), Orange County Health Agency (2024).
- 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*.
- In House Staff: PopSugar - Head of Production + Development (2013).
- Budgeted and bid/RFPs for projects, utilizing AICP/EP Budgeting/Movie Magic. Maintaining and actualizing budget. Up to \$5M 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.

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HEAD OF POST PRODUCTION | SUPERVISING POST PRODUCER | STORY PRODUCER | EDITOR
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, Localization Services.
- 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, Adobe Premiere, Final Cut Pro to cut together (or string out) raw footage into episodes, spots, videos. Full scope editor.
- 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, sound design, etc...using Frame.IO editorial reviews to provide notes.
- Acquired music licenses/libraries, archival clips; as well as commissioned/booked/bid composers, actors, GFX, VFX artists, localization/dubbing needs.
- Oversaw multiple cuts with multiple storylines and characters. Asset media management from source to diverse deliverables + codecs. Addressed network or client notes.
- Agencies include: [Rhyme Loves Reason](#), [Meta](#), [Sawhorse Productions \(2022\)](#)- [Noovie \(2022\)](#), [Chevrolet \(2022\)](#), [Lands Ends \(2022\)](#), [Twitch \(2022\)](#), [The Many \(2023-2024\)](#)- [eBay](#), [NOS](#), [Full Throttle](#), [Synchrony](#).
- 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](#),
- 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](#), [Sony's Jeopardy + Wheel of Fortune \(2024\)](#).

SUPERVISING PRODUCER | SENIOR CREATIVE PRODUCER
2006-2017, Los Angeles CA and New York NY

- Assisted EP's, CD's and Art Directors in executing network or agency/client project goals.
- Recruited and hired above and below-the-line personnel. Booked talent (photographers, actors, musicians, reality stars, sports heroes, politicians, et al) 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, for full episodic seasons and campaigns.
- 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 deliverables (photos, motion capture, live events, videography, design elements) from end to end – 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.
- Branded Digital | Commercials include: [Beachbody's 3 Week Yoga Retreat/P90X/ Shakeology campaigns](#), [WhatsApp/Meta \(2022\)](#), [Sony Pictures Creative Ops \(2024\)](#).
- 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 \(2021\)](#).

DIRECTOR OF DEVELOPMENT | CONSULTANT | WRITER | CONTENT EDITOR
2007- Present, Los Angeles CA

- 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](#).
- 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.

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- 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 Facetime/Skype.
- Wrote and content edited creative briefs, development pitch decks, treatments, outlines, short and long format scripts, host copy, character sheets. Copywriter for printed materials.
- 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.

ADDITIONAL | TECHNICAL SKILLS

Extended Staff Experience at Sony Pictures, Comedy Central, MTV Networks, Viacom, Greenberg Traurig, The Many

<ul style="list-style-type: none"> • DEVELOPMENT DESIGNING PowerPoint, Keynote, Pages, Google Slides, Canva, Presentation Advanced Skills 	<ul style="list-style-type: none"> • WRITING FINAL DRAFT Script Writer, Content Editor
<ul style="list-style-type: none"> • BUDGETING EP Budgeting, Hot Budget, Movie Magic, Showbiz Budgeting, AICP BIDDING ScheduALL Advanced EXCEL Google Sheets 	<ul style="list-style-type: none"> • ARTIFICIAL INTELLIGENCE (AI) ChatGPT, Gemini, MidJourney, Dall-e, Magnific, Adobe Firefly, Stable Diffusion, Pika, Runaway AI
<ul style="list-style-type: none"> • PROJECT MANAGEMENT Asana, Monday.com, Wrike, Airtable, PMP Certified 	<ul style="list-style-type: none"> • DIRECTING Shot Designer Story Boarding Shot List
<ul style="list-style-type: none"> • EDITING Avid Unity, Adobe Creative Cloud, Adobe Premiere, Final Cut Pro, Full Editor 	<ul style="list-style-type: none"> • CAMERA OPERATIONS Canon 5D, Canon C300, Sony FS7, HVX200 + DSLR Photography
<ul style="list-style-type: none"> • PUBLIC SPEAKING TEACHER Former Reporter On Camera Host Mentor Part Time Educator 	<ul style="list-style-type: none"> • LANGUAGES Spanish (Advance), French (Intermediate)
<ul style="list-style-type: none"> • APPLE Products MacOS, iOS, iWork, Apple TV, Apple Music, Apple Podcasts 	<ul style="list-style-type: none"> • Microsoft Products Windows 11 Pro, Microsoft Office, Teams, Google Suite

EDUCATION

- Curious Refuge: Certificate of AI Advertising — Artificial Intelligence— Los Angeles, CA
- 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: (Dual Degrees) Bachelor of Science: Journalism and TV/Radio Telecommunications Production, and Bachelor of Arts Literature— Gainesville, FL