

JOHANNA VANDERSPOOL

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

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, television and live events; to develop and execute creative media (visual + audio) by means of showrunning, bidding, directing, content editing, writing and producing for ad agencies, TV series, radio, podcasts, commercials, promos, films, live events + branded digital production.
- Facilitate and supervise in the growth of brand or IP; to create “must-see-hear” content and exceed client expectations. B2B and B2C. Ad Agency | Buyer | Seller media experienced.
- ****Most recently held- in house roles: 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)**

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/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 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 \$5M.
- 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/ ad 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), **The Many Studios (2023-2024)

JOHANNA VANDERSPOOL

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.
- 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 \(2022\)](#), [*Ebay Sneakers Black Fri \(2023\)](#)

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](#)

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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, *WhatsApp/Meta (2022)*

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, 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.
- 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 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, **Sawhorse Productions 2022 (Noovie, Chevrolet, Lands Ends, Twitch and more).*

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.

JOHANNA VANDERSPOOL

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](#).
- 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, MTV Networks, The Many, MediaMonks

ADDITIONAL | TECHNICAL SKILLS

<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, Runaway AI
<ul style="list-style-type: none">• PROJECT MANAGEMENT Asana, Monday.com, 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, Premiere, Final Cut Pro, 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)

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