

Brittany Gutierrez

Phone: (734) 558-2654 | bredmon6@gmail.com | brittanygutierrez.com

EXPERIENCE

GTB (Global Team Blue), Dearborn, MI

Producer | July 2018-Present

- Producing TV and digital content for Ford
- Currently producing several TV commercials, in addition to digital and social pieces for Tier II; lead producer on the brand new Quick Lane campaign including social animations, OLA, and radio; Shot several emotional pieces for Ford D4URS
- Directly work with account team to determine budget, client requirements, and expectations, and then partner with creative teams to bring their visions to life
- Collaborate with directors, production companies, offline editors, vfx artists, audio engineers, and finish editors to ensure the project is being executed within creative and client vision, meeting scheduled deliverables within budget

PR Producer | June 2017-July 2018

- Directly support Ford Communications and PR clients by pitching ideas for media and create social content for Ford channels
- Coordinate all Content Hub crew shoots and edits, which includes 4 videographers/editors
- Act as Director/DP on shoots, as well as producing to ensure all details are worked out to guarantee the shoots run smoothly
- Provide clients with bids for travel and projects, and ensuring all equipment and props needed for shoots arrive on time
- Hire outside crews all over the country, sometimes very last minute, and attend shoots to ensure all content needed is captured
- Provide creative perspective and supervise all edits through finishing, while choosing music and delivering final videos

Commonwealth/McCann, Detroit, MI

Associate Producer | July 2016-June 2017

Assistant Producer & In-House Editor | November 2014-July 2016

- Work with creative teams to bring their Chevrolet concepts to life across various mediums (TV, radio, OLA, digital content)
- Handle day-to-day retail needs, sometimes updating and delivering VO and visual changes to hundreds of spots in a day
- Research reels and keep relationships with production companies, directors, post and music houses and other vendors to knowledgeably recommend talent
- 3-bid projects over a certain price threshold, work with business managers to provide GM purchasing all backing needed
- Attend casting, wardrobe, tech scout and pre-pro meetings to ensure production runs smoothly
- Direct voice over talent alongside creative or alone if they cannot attend
- In-House Editor (Nov 2015-January 2015), worked side by side with our Video Technical Specialist to shoot and edit any in-house videos for internal company meetings, executive-level management, and training videos for employees

Assistant Account Executive | May 2013 – November 2014

- Lead and assemble all internal and external teams and partners, working within Chevrolet Marketing and Advertising, to communicate the brand by using various channels including broadcast, digital, print, OOH and experiential
- Assist as a critical partner to the Account Director and Management team

Southpoint Community Christian Church, Trenton, MI

Video Director, Camera Operator, and Switcher | June 2011 – Present

- Live video directing all camera operators while video switching throughout services for internet broadcasts and live screens
- Camera operating by composing and framings shots by applying the technical aspects of light, lenses, film, filters, and camera settings sought by directors

On-Screen Personality | June 2011 - Present

- On screen talent, scriptwriter, and editor for the weekly Segment called “The Point,” which is a pre-recorded segmented used as part of the Service to inform 1000+ members of the weekly happenings inside the church

Geometry Global, Detroit, MI

Promotions and Marketing Leader | April 2018 - Present

CIMX 88.7FM/89X, Bingham Farms, MI

X-Team Intern | June 2011 – May 2013

- Help develop promotional event ideas and plans; coordinate events with advertisers; set up for live productions/broadcasts

The Eastern Echo, Ypsilanti, MI (Eastern Michigan University Campus Newspaper)

Newspaper Graphic Designer | August 2011 – May 2012

EDUCATION

Eastern Michigan University | B.S., Electronic Media and Film Studies; Minor: Spanish | December 2012

December 2012

Graduated Cum Laude

2011-2012

Four consecutive semesters on the Dean's List

December 2012

Short film submitted to EMU Film Symposium

Software Experience:

Adobe Cs6, Final Cut Pro, InDesign; MS Office, including MS Word, MS Excel, MS PowerPoint, MS Publisher, and Outlook