



MICHAEL MCLAUGHLIN

SENIOR INTEGRATED PRODUCER


BRANDED CONTENT PRODUCTION
CONSULTANT

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 Mclaughlinfreelance.com

PROFILE

Award winning Senior Producer with extensive success in Advertising and Brand Marketing. Creative producer in delivering competitive broadcast, digital and content assets for client brand campaigns. Real world experience on agency side servicing their brands. Robust leadership and organizational skills managing staff and vendor resources and maintaining highest production value.

Product categories include Automotive, Retail, Alcoholic Beverages, Fast Food, Confectionary, Cellular, Consumer Packaged Goods, Beauty and Health and Sports Marketing. International production experience in Europe, Canada, Central & Latin America.

EDUCATION & TRAINING

MANHATTAN COLLEGE

Bachelor of Arts – Communication Arts

HYPER ISLAND™

Master Digital Class

MEMBERSHIPS

Association of Commercial Editors (AICE)

National Trust for Historical Preservation

Wilton Land Trust

Wilton Historical Society

EXPERIENCE

FREELANCE

Senior Producer

Bethel, CT

2000 – Present

- Multiple Award-Winning Senior Producer and client-facing consultant of digital and traditional content for CPG companies and advertising agencies. Managing key liaison between Brand Marketing team and their traditional AOR.
- Experience in all aspects of content production, digital, traditional broadcast, and print. Assists agency partners and clients with various marketing asset needs. Works with Consumer Brands team & Marketing/Content creation in procurement needs. Directs flow of production from pre-production through post-production and traffic.
- Extensive skills in producing variety of content live action, digital videos, animation & print, for social, broadcast & print media. Working with creative teams to facilitate their strategies for successful brand campaign launches..
- Solicits/evaluates bids and negotiates with production companies. Allocates/manages budgets in all phases of production through actualization. negotiating experience with cost consultants & procurement officers.

HIGHLIGHTS

- Agency EP in charge of Materne USA/GoGo SqueeZ Creative Documentary and Content US Launch. 2020 -2024)
- Executive Producer for Total Market Launch for AIO Wireless (AT&T Company) – Broadcast, Digital & Print
- Executive Producer for Launch of Major League Baseball's Inaugural Campaign for Hispanic Consumers, introducing [Ponle Acento – Putting the Accent on](#) campaign and MLB experience to a new generation of Hispanic Baseball consumers.
- Lead EP for Award Winning [Cine las Americas AD](#) campaign bringing awareness to Latin American Film Festival for Texas-based LatinWorks 2010-2015.
- Executive Producer on behalf of Anheuser-Busch's US Hispanic Initiatives and off-shore productions (Canada, Mexico, Spain, Argentina, Brazil, and Uruguay) for Budweiser and Bud Light Brand campaigns 2001 – 2016.

BRAND HISTORY

[Texas Lottery](#), [Bud Light](#), [Chevy](#), [Chevrolet/Met Life Joint Venture](#), [AIO Wireless](#), [Snickers](#), [Domino's Pizza](#), [Pepsico/Lays Brands](#), [Anheuser-Busch Brands](#), [Panasonic](#), [Procter & Gamble](#), [Miller Brewing Company](#), [General Motors Corporation](#), [Philip Morris](#), [SBC](#), [Lowe's Home Improvement](#), [Heineken Beer](#), [Target](#), [Materne USA](#), [Gogo SqueeZ](#), [Major League Baseball](#), [Mars Brands: Twix](#), [Starburst & M&M's](#), [US Cellular](#), [History Channel](#), [Castrol Motor Oil](#), [Kmart](#), [McDonalds](#), [Burger King](#), [Kimberly-Clarke Brands](#), [US Bank](#), [Conagra Food Brands](#), [Wendy's](#), [Cine Las Americas Film Festival](#), [Dr. Teals](#), [Freeman's Beauty](#) & various PSA projects

CASTOR ADVERTISING

Head of Production/Producer

NEW YORK, NY

1997 – 2000

- Oversee all broadcast and print production. Headed department with limited staff in all clients' broadcast, print, and outdoor advertising production needs.
- Led In house Editorial studio - bidding, negotiating, hiring freelance editors.

CREATIVE WAYS, POST PRODUCTION FACILITY

General Manager, Post Supervisor, Editor & Assistant Editor

NEW YORK, NY

1989 – 1997

- Managed staff of 12 editors, artists, producers, and support staff in operations.
- Oversaw bidding for agency clients' work, as well as budgets.
- Led post production studio servicing advertising agency clients.
- Headed facility growth of 3K sf to 12K sf of creative studios.