

Andrew J. Halleck

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VP | Executive Producer

Successful professional with extensive experience in producing content for broadcast and digital formats for diverse Fortune 500 clients. Demonstrated skills in broadcast TV, radio, OLV, pre-roll and long format web content for cutting edge advertisements. Collaborate with internal and external teams to create content aligned with clients marketing messaging goals and project budgets. Manage relationship and communication between directors, creatives, vendors and clients.

Areas of Expertise

Program Management
Integrative Marketing
Strategic Planning
Budget Management

Advertising | Marketing
Sales Presentations
Content Creation
Manager of Managers

Contract Negotiation
Talent Acquisition
Team Leadership
Stakeholder Presentations

Career Highlights

- Managed the entire production of the Buick Enclave launch, including the body of video work that culminated in an “agency award” for a successful advertising campaign.
- Saved Nestle millions of dollars by shooting all English and Hispanic TVC and print materials in one package in Buenos Aires.
- Produced rewarding work and content for Pro Bono clients that furthered messaging for the philanthropy work
- Developed communication channel between the offices in Detroit and Germany creating shared workflow efficiencies.

Professional Experience

Mackevision (Accenture Interactive), Troy, MI

08 | 2018 – Present

Executive Motion Content Producer | Sales

Produced content for large automotive clients including VW, BMW, Nissan, Infiniti, General Motors, Alfa Romeo, Mercedes, Google and Uber.

- Created video content for clients, resulting in visibility that led to increased sales opportunities.

Freelance Executive Producer

07 | 2017 – 08 | 2018

Created video productions for clients as a freelancer assisting creative teams in designing advertising spots using state of the art content tools to deliver winning productions that yielded results.

- **Mackevision** – VW, Mercedes (01 | 2019 – 08 | 2019)
- **Roundtable6** – Magna, Wayne State University (08 | 2017 – 01 | 2019)

McCann Erickson, Birmingham, MI**06|2006 – 07|2017****VP Executive Producer**

Accountable for managing and producing content for high-end advertising programs for key client product launches across multiple industries including Buick, GM Corporate, Travel Michigan, Delphi, Honeywell, ALDI, Bumble Bee, Nestle, Zicam, Karmanos, General Snus, Priority Health

- Produced all Buick Enclave Launch Spots, GM Corporate Olympic Spot and multiple Web Content Videos and GM Outdoor Content Material
- Produced the largest Nestle TV Campaign in its history resulting in high product visibility in the marketplace that led to increased Competitive positioning
- Managed and hired full time staff and freelance help to scale our ability to deliver for clients. This included the Broadcast Business Department as well as staff producers.

Additional Relevant Experience**LEO BURNETT DETROIT** (Formally chemistri), Troy, MI**VP Senior Producer**

Produced advertising campaigns for Pontiac, Cadillac, Dow Chemicals, GM Corporate, Pulte Homes and GM Goodwrench.

- **Produced:** National and regional TV spots, International Auto Show Video and Client Internal Presentation Videos.

Commercial Producer, Chicago, IL

Created and produced multiple national and local TV spots for Oldsmobile, Tropicana, Seven Up, Pro Bono, Reebok, Fruit of The Loom, McDonald's, Maytag and PGA of America

- Produced national and Local TV spots including Running Footage Packages and delivered Internal Presentations to C-Level executives to secure buy-in for the projects.
- Pioneered production involvement in interactive projects for both--CD-ROM and On-Line services for Oldsmobile.
- Assisted with the Oldsmobile account transition from Detroit to Chicago.
- Wrote and produced the Auto Show video.

Associate Producer | Broadcast Production Manager | Associate Broadcast Production Manager, Chicago, IL

Worked in a variety of roles producing broadcast productions for multiple clients in Chicago and Detroit.

Education**Bachelor of Science in Business Administration, Marketing** (Completed 3 years) - LAWRENCE

TECHNOLOGICAL UNIVERSITY, Southfield, MI

Pre-Medical Studies - WAYNE STATE UNIVERSITY, Detroit, MI**Awards**

Cannes Film Finalist – 1994

2003 Silver Caddy

2004 Silver Caddy