

# JULIE ROUSSEAU

Senior Producer

[hellojulie@mac.com](mailto:hellojulie@mac.com)

310.749.7434

4137 Kenyon Ave

Los Angeles, CA

## EDUCATION

University of California, Berkeley

BA-English Literature

## OTHER

Fluent in French

EU/US Dual Citizenship

EU Passport

## EXPERIENCE

### FREELANCE SENIOR AGENCY PRODUCER 2012-present

- Supermoon, Santa Monica, TripAdvisor
- Saatchi&Saatchi, Los Angeles, Toyota
- GTB, Detroit, Ford
- Netflix, Los Angeles
- Media Arts Lab, Los Angeles, Apple
- R/GA, San Francisco, Samsung
- Standard Time, Los Angeles - CVS Pharmacy
- Ogilvy & Mather/DAVID, New York - Coca-Cola
- Zambezi, Venice - 2K Sports
- BBH, LA - Google

### INTEGRATED PRODUCER 2010-2011

#### Leo Burnett, Chicago - Nintendo, Kellogg's, Dean Foods

- Supervise creation and execution of TV and New Media projects for Nintendo, Kellogg's and Dean Foods.
- Collaborate with Creative, Accounting, and Client to maximize production values.
- Oversee entire production process from concept to editorial.
- Lead budget approval process including obtaining cost consultant (EVP) approval and then manage production budget through, to delivery of final actualized budget to client.

### FREELANCE PRODUCER 2006-2010

- TBWA/Chiat/Day, LA - PUR
- EURO/RSCG, Chicago - Hornitos Tequila
- Trailer Park Studios, LA - New Mexico Tourism
- Crispin Porter + Bogusky, Boulder - Burger King
- DDB, Chicago - Capital One Bank
- Cramer-Krasselt, Chicago - Porsche
- Berlin Cameron and Partners, New York - Heineken
- Saatchi & Saatchi, New York - Wendy's & JC Penny
- BBDO, New York - Bank of America
- TBWA/Chiat/Day, San Francisco - Adidas

### PRODUCER 1999-2006

#### TBWA/Chiat/Day, LA - Nissan, Infiniti, Apple, Sony PlayStation Pennzoil, Limited Too, Pedigree, Whiskas

- Managed all aspects of commercial production from inception to delivery of final master for national accounts.
- Managed all aspects of radio broadcast production from inception to shipping station dubs.
- Worked closely with creative and account teams while coordinating project details.
- Produced animatics, ripomatics and presentation reels for new business.
- Managed/updated film library.
- Negotiated advantageous contracts with suppliers.

## NOTABLE DIRECTORS, EDITORS, AND PRODUCTION COMPANIES

Randy Krallman (Smuggler). Jake Scott (RSA). Tim Wheeler (Farm League), Digital Domain, Ben Conrad (Logan), Zach Math (Bob Industries), Richard Farmer (Green Dot), Jared Eberhardt (Partizan), Joe Pytko (PYTKA), Guy Manwaring (Pretty Bird), Harald Zwart (Company), Zoic Studios, Laurence Dunmore (RSA), Melodie McDaniels (The Director's Bureau), Anthea Benton (Believe Media), James Haygood (Union Editorial), Dan Swietlik (Cut and Run), Dan Oberle (WhiteHouse Post), Dan Aronin (No.6), Adam Jenkins (Final Cut)