



SCOTT GOULD • FREELANCE SENIOR PRODUCER • RESUME

I make stuff. A lot of stuff. I'm an award-winning Senior Producer with over 20 years of production experience. I've worked on just about every product category there is. I have produced Broadcast TV, Online Video, Radio, Digital (Web Banners, Mobile, Social Media) OOH and Print. I have a diehard passion for content creation and the entire production process. I love the collaboration stage and figuring out all the pieces that bring the project puzzle to life. I am looking to contributing to the success of your company and your client's business either in a freelance or full-time capacity as Executive Producer.

EXPERIENCE:

FREELANCE SENIOR PRODUCER

Scott Gould Inc., Chicago • February 2017 - Present

Freelancing at various advertising/marketing agencies: PXP Studios, Golin, Weiden + Kennedy, Arts & Letters, Highdive, McGarry Bowen, Energy BBDO, Cavalry, O'Keefe Reinhard & Paul, MRA Productions. Worked at Highdive December 2017 - February 2018 to produce a :60 Ram 1500 commercial for the 2018 Super Bowl. Opened the door for more Ram & Jeep assignments.

SENIOR PRODUCER

Leo Burnett USA, Chicago • May 2006 - February 2017

Promoted to Senior Producer. Producers at this time were now to be multidimensional - we would produce more than just broadcast TV, including print, OOH, and all digital platforms. Produced integrated content for Allstate, Beck's Beer, Brooks Running, Com Ed, Delta Airlines Disney, Firestone, Fifth Third Bank, General Motors (Buick, Chevy Silverado, Chevy Certified Service, GMC), Kellogg's, McDonald's, Nintendo, Phillip Morris, Samsung, Sealy, Toys R Us, Tru Value Hardware, United Tech Corporation and Walmart.

PRODUCER

Leo Burnett USA, Chicago • March 1996 - May 2006

Left Los Angeles for Chicago for a great opportunity with Leo Burnett. Started out on McDonald's, and then produced content for Nintendo, Hallmark, Kellogg's, Coca-Cola, Reebok, Heinz, P&G and Kraft. Created the Production Bid Memo - which became standard in the Leo Burnett Production Department. This memo accompanied the client estimate and explained the bidding process for the client - where we started and where we ended up. It outlined what we were bidding, who we bid, and how we worked out the final numbers - which usually detailed significant savings. It was intended to educate and show the client that we work hard to bring them the best value on every production.

SENIOR PRODUCER

Davis, Ball & Colombatto, Los Angeles • February 1995 - February 1996

Returned to DBC as a Senior Producer. Produced TV & Radio commercials for Toyota Dealers of Southern California, Portland, Seattle and McDonald's Owner Operators West Coast.

PRODUCER

Bozell, Salvati & Montgomery, Costa Mesa • October 1994 - February 1995

Was hired based on a list of producers and creatives that the client furnished to BS&M. Followed Taco Bell down to Los Angeles. Produced TV & Radio commercials.

PRODUCER

Foote, Cone & Belding, San Francisco • March 1994 - October 1994

Hired by Steve Neely to produce TV & Radio commercials for Taco Bell.

PRODUCER

Davis, Ball & Colombatto, Los Angeles • September 1989 - February 1994

Promoted to Producer. Produced TV & Radio commercials for Avis, Body Glove, Chief Auto Parts, Frame-N-Lens, Glendale Federal Savings, HomeBase, KFWB Radio, Knott's Berry Farm, McDonald's Owner Operators West Coast, Pic-N-Save, Ralph's Grocery Company, Sanwa Bank, Tecate Beer, Toyota Dealers of Southern California, Portland & Seattle, and a lot of new business pitches.

AWARDS

Cannes Lions, Clios, D&AD, One Show, London Internationals, Addy & NY Ad Festival.

EDUCATION

University of California at Los Angeles • Bachelor's Degree in Political Science • Survivor of Beta Theta Pi Fraternity



SCOTT GOULD • FREELANCE SENIOR PRODUCER • REFERENCES

VINCE GERAGHTY • HEAD OF PRODUCTION • HAVAS
vincent.geraghty@havas.com • 312.286.3479 (former HOP at Leo Burnett)

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