

SHERRI HOLLANDER

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EXPERIENCE:

Freelance Senior Producer

March 1999 – Present

Prepare television, radio and digital content for broadcast and web use including;

- Evaluating the technical ability and resources of directors, editors, efx, graphics, animation, and actors to produce the best creative results;
- Analyzing & setting budgets and schedules based on scope of project;
- Supervise all aspects of production through completion of projects;
- Manage projects that range from million dollar branding campaigns to cost sensitive web videos

Clients: Vice, McGarry Bowen, The Barbarian Group, Y&R, BBDO, Hill Holliday, and Fifteen Degrees
Accounts: Dell, IBM, Vonage, Pepsi, HIP, AOL, Champs Sports, AT&T, Novartis, and various P&G accounts such as Gillette, Pampers, and Campbell's Soup

Broadcast Producer

Publicis, New York, NY

January 1997 - February 1999

Clients: Lancôme, Champs Sports, Nike, Reebok, Adidas, Quick & Reilly, Dymo, and Novartis
Pharmaceuticals

Freelance Producer

February 1994 - January 1995

Clients: Sony Music, Angotti Thomas Hedge, and Stone Advertising

Associate Producer

Wells Rich Greene BDDP, New York, NY

March 1990 - February 1994

- Produced full-ups, live test spots, product inserts, rip-o-matics, photomatics and radio.

Clients: Continental Airlines, Midas, Alka-Seltzer Plus, Oil of Olay, Hertz and Ford

AWARDS:

ONE SHOW GOLD, ADDY, ANDY, New York Festivals Grand

EDUCATION:

Bachelor of Arts in Telecommunications
Pennsylvania State University

ORGANIZATIONS/INTERESTS:

New York Women in Film and Television, Extensive travel in Europe and Asia
Outdoor activities – Sky Diving, hiking, rock climbing.

References and reel available upon request.