

Adam Coffia

✉ acoffia@gmail.com
☎ (423) 552-8719
💻 adamcoffia.com



Summary

Enthusiastic producer with 15 years of experience, managing and executing a wide range of content for global brands across various campaigns in video, print, digital and experiential. Highly collaborative manager and problem solver that creates space for creative teams to showcase their talents. Proficient in all aspects of production including conceptualization, vendor acquisition, scheduling, budgeting, live action, post-production, and team management; all leading to a seamless delivery.

Senior Producer

Nathan Love

02/21—Present

- Bid, schedule, and manage productions for new business pitches and successfully awarded projects
- Staff productions as needed per project
- Create client review presentations
- Liaise daily with client in regards to production progress, timeline, and finances
- Daily management of creative teams that include creative directors, designers, animators, lighters, compositors, and editors
- Maintain weekly project actuals for financial forecasting
- Build and sustain positive relationships with clients and freelance artists
- Deliver creative content such as television/online commercials, digital content, print campaigns, music videos for clients such as Pokémon International, Fidelity Investments, Pfizer, HBO's *Last Week Tonight*, Pacifico, and NY Lottery

Freelance Producer

09/20—01/21

- Produced various projects for production studios such as Brand New School, Arts & Letters Creative Co., and Nathan Love
- Projects included brands such as NBA, Google's Waze, Nespresso, and Bristol Myers Squibb

Executive Producer

Content

AKA NYC

10/13—12/20

- Instrumental in the launch of the production department internal to the agency
- Directed all phases of pre-production, production, and post-production
- Contributed to the ongoing development and growth of content offerings within the department.
- Managed the agency's staff and freelance designers, editors, motion graphic artists, photographers, camera operators, and shoot crew. This included negotiating and onboarding of all production vendors and creative suppliers
- Utilized research analytics to structure production plans for integrated campaigns
- Managed and forecasted all financials for the production department
- Executed contractual negotiations with onscreen or vocal talent under SAG/AFTRA and Actor's Equity Union guidelines
- Produced photo and film shoots for key-art, digital and broadcast video for award winning Broadway productions and NYC institutions, such as *Harry Potter and the Cursed Child*, New York Botanical Gardens, and The Edge at Hudson Yards
- Collaborated with A-list celebrities on multiple productions
- Projects were the recipient of numerous awards including The Clios, Davey Awards, and Telly Awards

New Business

Producer

Psyop

05/09—10/13

- Bid, scheduled, and compiled reels for potential client productions
- Produced style frames and 2D/3D motion tests collectively with award-winning directors and design staff
- Crafted compelling pitch materials that won business with clients such as Coca-Cola, Verizon, AT&T, LG, IBM, FedEx, Michelin, Converse, Burger King, and many more
- Maintained working relationships with producers/creatives at such agencies as McCann Erickson, Saatchi and Saatchi, BBDO, Y&R, JWT, Publicis, Lowe Worldwide, Ogilvy, TBWA\Chiat\Day, Grey, Wieden and Kennedy, Leo Burnett, among many others.
- Work acknowledged by The Cannes Lions, AICP, The Clios, LIA Awards, and others

Education

- Master of Fine Arts; Pennsylvania State University, 2007
- Bachelor of Arts; University of Georgia, 2003