

## ***EMPLOYMENT HISTORY***

### **STEVE ROSS PRODUCTION, CHICAGO, IL**

#### *Freelance Producer*

- Produce content for TV, Digital, and Radio

### **CHICAGO CREATIVE PARTNERSHIP, CHICAGO, IL**

*Senior Vice President/Director of Production 1992-2009*

#### *Broadcast Production*

- Directed all aspects of television and radio campaigns
- Advised internal creative teams on production best practices
- Presented production approach and recommendations at strategic client meetings
- Managed project budgets and schedules
- Directed vendor selection and coordinated vendor work

#### *Digital Production*

- Researched Advertising 2.0 trends and implications
- Managed production of all digital marketing
- Led efforts to integrate new media in all agency disciplines

#### *Management Responsibilities*

- Served on Senior Management Team, advising CEO on company strategy and growth
- Supervised internal staff and created departmental policies and procedures
- Curated a "wiki of unusual thinking" to showcase innovation in various industries

#### *Clients*

Bob Evans Restaurants and Foods; Blue Cross Blue Shield; Smuckers; Firestone Tires; Enova Cooking Oil; Bright Start; Central DuPage Healthcare; Anti-Defamation League; The Cradle; Chicago Cubs; Shedd Aquarium; Chicago Sky; Follett College Bookstores; AIDS Foundation

### **ASCHER/GOULD ADVERTISING, LOS ANGELES, CA**

#### *Producer 1991-1992*

- Produced radio spots for national campaigns
- Managed external traffic responsibilities

### **DELLA FEMINA, MCNAMEE ADVERTISING, LOS ANGELES, CA**

#### *Producer 1989-1991*

- Produced regional TV and radio spots
- Edited in-house agency videos

#### *Broadcast Production Coordinator/Internal Traffic Manager 1988-1989*

- Coordinated production of radio and television spots for campaigns
- Managed internal traffic responsibilities

## ***EDUCATION***

### **UCLA, LOS ANGELES, CA**

*1983-1987*

Bachelor of Arts in Sociology; Minor in Business

## ***ETC.***

- Music collector (5,000+ records and CDs, books, and videos)
- Creative writer of short stories and screenplays
- Avid sports fan; occasional participant