

Keith A. Dezen | 70 Pokonoket Ave. Sudbury, MA 01776 |

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Link to my reel: <http://www.keithdezen.com>

Business Experience:

November 2006

to Present

Freelance Executive Producer

Various agencies throughout the United States

Clients: BBDO NY – Pepsi Inc. Mtn Dew Kickstart, JWT NY Kimberly-Clark Kleenex, Publics NY Procter & Gamble Scope, Boathouse Group Inc. Waltham, MA – TomTom GPS, Sanders\Wingo – State Farm, Lewis Communications Birmingham, AL - Alfa Insurance, The RDW Group Providence, RI – Cox Communications. BCBS RI, Sterling Rice Group - El Monterey, Werthers

July 1988 to

Arnold Worldwide

Boston, MA

November 2006

SVP Executive Producer/Group Head

- Duties include overseeing a staff production group of four producers, Five Associate Producers and three Assistant Producers.
- Complete production services for all production, post-production, including visual effects, Stop Action, Rotoscoping and CGI animation and all music production.
- Work closely with Business Affairs to complete all competitive bidding. (on all projects) Every production bid cost plus fixed fee and audited through actual.
- Secure rights and clearances for music, print and celebrity talent.
- Coordinate logistics and supervise all aspects of production including testing, casting, legal and financial approvals, talent and vendor contracts, shooting, editing, voiceover records, film transfers, and mixes.
- Negotiate with vendors, resulting in lowest cost per service.
- Worked closely with Direct Response Division of Arnold Worldwide to produce, edit and tag all DR Television including multiple tagging for ARS recall information.

Clients: Volkswagen of America, Fidelity Investments, Fleet Bank, American Legacy Foundation, Truth, Citizens Bank, Coors Brewing Company, Dunlop Tires, EMC Corporation, Fram Oil and Air Filters, Killians Irish Red Beer, Marshall

Fields Stores, McDonalds Corporation, Ocean Spray, PSA's, Stop & Shop Supermarkets, Talbot's, The Hartford Financial, Titleist & Footjoy.

Sept 1985 to **Lintas:New York** **New York, NY**
May 1988 Producer

- All production, bidding, cost analysis of all Television projects in one creative group
- Promoted from package goods creative group into soft drink creative group
- Worked closely with Business Affairs to dovetail all financial bids with various cost consultants.

Clients: Coca-Cola USA, Lever Brothers, Lehn & Fink, Carnation Company, Tennaco, Lego Systems, Citibank.

Sept 1981 to **Sawdon & Bess Advertising** **New York, NY**
August 1985 Producer

- Started as audio-visual assistant and promoted to producer, completing several national Television Campaigns.

Clients: Kinney Shoe Corporation, Footlocker, Inc. Johanna Farms Yogurt, Burlington Industries, Woolworth Corporation.

Feb 1981 to **Johnson Films** **New York, NY**
August 1981 Production Manager

- Production Company manager helping research and create bids along with all production resources for all projects awarded to company.

Oct 1980 to **Gomes Lowe, Inc.** **New York, NY**
Jan 1981 Production Assistant

- Number one production assistant for any task that needed done large or small.

Education:

Emerson College, Boston, MA
B.S. Mass Communications, 1980

The New School
Post Graduate Study in Advertising & Film

References and Show Reel available upon request

Awards:

*VW "SQUARES" (Awards)

2003 AICP Awards (Advertising Excellence-Single Commercial), 2003 Andy Awards (Grandy Award – Commercials), 2003 One Show Gold Pencil Award (Commercial), 2003 Clio (Silver Automotive Commercial), 2003 Cannes (Bronze Lion Award).

Clio – Gold & Silver

The One Show for Advertising – various awards

NEBA and Hatch Awards – various awards

Emmy Award Nominee.