

JOAN DiSALVO
SENIOR CREATIVE PRODUCER
248-227-9171 • joandisalvo28@gmail.com

I am a senior creative producer that loves creative production of all kinds. With solid experience in film, video, VFX, and stills, I'm all about delivering high-quality content across all platforms. I'm known for my collaborative style - always focusing on communications and teamwork to spark creativity, innovation, and productivity.

I have a passion for great creative and an unwavering commitment to excellence and success. I work well under pressure and am super organized so juggling multiple projects, or projects with multiple moving parts, isn't an issue.

My clear understanding of the processes from start to finish allows me to excel in creating seamless workflows that lead to top-notch results. I am proficient in many Adobe programs (but leave the real work to the professionals), and skilled in various project management tools to help keep things running smoothly and efficiently.

SKILLS:

- **CREATIVE PRODUCTION:** Proven ability to produce visual content from start to finish.
- **LEADERSHIP & VISION:** Effectively manage team resources and lead clear, goal-oriented efforts.
- **PROJECT MANAGEMENT:** Skilled in deconstructing complex projects, managing scope, budgets, and schedules for teams of all sizes.
- **COLLABORATION & COMMUNICATION:** Excellent at building and maintaining partnership and communications between cross-functional teams.
- **PROBLEM SOLVING & RISK MANAGEMENT:** Excel at identifying risks, troubleshooting issues, and implementing solutions to ensure project success.

CURRENT EXPERIENCE

VML/GTB, DETROIT, MI

SENIOR BROADCAST PRODUCER

07/24-Present

- Produce compelling broadcast, digital and social video content for Ford Motor Company across all platforms.
- Collaborate seamlessly with account, creative, and strategy teams to ensure production efforts align with the brand, the strategy and the vision.
- Curate top-tier Director and production partners for small and large efforts that offer the right blend of talent, capabilities and budget based on project needs.
- Assure project success and an ideal outcome for all parties by closely managing budgets, timelines, and internal/external communications from beginning to end.

PAST EXPERIENCE

LEO BURNETT, DETROIT MI

SENIOR BROADCAST PRODUCER

12/19-07/24

- Produced a wide array of broadcast and digital/social content for GMC, Buick, and Hummer, across various platforms including television, mobile, social media, and digital channels.
- Collaborated with agency teams to thoroughly assess creative needs, develop timelines, procure estimates and manage budgets effectively.
- Worked closely with creatives to translate their vision into tangible outcomes, ensuring alignment with practical production needs and considerations.
- Strategically selected production partners that delivered on the creative vision, nurturing and building a strong relationship throughout the project.
- Served as a primary point of contact for all internal and external production communications; fluent in navigating talent, music, and production contracts to ensure compliance and mitigate risks.
- Key responsibilities included identifying talented production partners, meticulous scheduling, budget development and negotiations, proactive risk management, timely project delivery and seamless execution from conception to completion.

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SENIOR DIGITAL PRODUCER 07/11–12/19

- Directed and supervised the production of desktop and mobile content for various GM accounts including GMC, Buick, and Certified Service.
- Engaged in daily collaboration with agency account, creative, talent, and planning teams, as well as production and development partners, to assess scope, develop costs, allocate resources, define requirements, establish timelines, identify risks, and oversee deliverables for various digital media.
- Maintained regular communication with clients to onboard initiatives and provide updates on project schedules and status.
- Procured third-party content creators and developers that served the creative vision; managed them from technical scopes, timelines, and budget requirements.
- Maintained close communications with all partners for optimal outcomes from inception to completion.

MAXSAR DIGITAL STUDIO, LIVONIA MI

VFX LEAD PRODUCER 11/10-04/11

- Helped lead production for the creation of original CG content for the feature film "Scar 23".
- Established CG department standards, procedures, and organizational structure to optimize workflow, including advising on the development and implementation of a content tracking and workflow management system for over 1500 shots.
- Directly managed the daily activities of 12 CG artists, including modelers, lighters, animators, matte painters, particle specialists, and composers.
- Designed a scalable model for a CG team, expanding to accommodate up to 30 artists for the full CG production of the film's extensive shot list. Screened and interviewed CG candidates nationwide for various positions.
- Managed relationships with third-party CG houses, both domestically and offshore, by establishing budgets, negotiating costs, communicating technical and creative requirements, setting clear delivery schedules and goals, and overseeing asset turnover.
- Created and maintained comprehensive, task-based schedules for the CG team, and liaised with other departments such as script writers, storyboard artists, scene illustrators, and editorial.
- Collaborated closely with the film's production department to manage footage specs and needs.
- Facilitated daily meetings and creative reviews with the Director, VFX Team, and Editorial staff, ensuring alignment across all departments on the films creative vision and technical requirements.

SPEEDSHAPE, BIRMINGHAM, MI

CGI & INTERACTIVE CONTENT PRODUCER 07/05-11/10

- Led interactive projects ranging from website builds, games, and homepage takeovers to banner campaigns and mobile applications.
- Directed CG/VFX projects encompassing everything from simple vehicle animations to complex environments with particle effects and character animation.
- Managed the entire pipeline for all projects from concepts, wire-frame, and storyboards to programming, development and final render for delivery.
- Defined project scopes and costs, assembled studio teams, established and maintained integrated schedules, supervised daily efforts of artists, interfaced with clients, and proactively managed risks to ensure the delivery of high-quality output, on schedule, and within budget.
- Collaborated closely with management, sales, creatives and IT teams to bring projects to fruition from inception to completion.

Graduated University of Michigan - Bachelor of Fine Arts