



# Shawn Bennett

Award-winning Producer ♦ Digital and Broadcast Project Leader  
310-729-9080 ♦ [shawnbennett1@mac.com](mailto:shawnbennett1@mac.com) ♦ Los Angeles, CA

## PROFESSIONAL PROFILE

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Innovative producer who brings creative vision, technical chops, and business acumen to diverse projects. Demonstrable expertise managing the strategic, technical, business, and creative components of high-profile productions. Proven ability to deliver large, complex assets within target budgets and deadlines. Committed to creating memorable audience experiences across digital and broadcast platforms.

## WORK HISTORY

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### Truecar.com

2015 – Present

**Executive Producer** – Oversee cross-platform media productions on behalf of a disruptive ecommerce brand.

- ♦ Provide hands-on leadership to all phases, elements, and milestones of the production process, from initial planning through successful delivery.
- ♦ Prioritize workflows, delegate assignments, and manage stakeholder relationships to ensure the seamless execution of departmental operations.
  - ✓ Built the in-house production organization from the ground up, including accounting, infrastructure, procedural design, and cross-departmental alignment.
- ♦ Optimize creative, technical, and financial strategies to tell impactful stories within target budgets and deadlines.
- ♦ Maximize the return on budgetary spending by securing the appropriate directors, editors, VFX, graphic design, and music vendors for each production's needs.
- ♦ Mitigate production delays by finding creative solutions to complex problems, including gaps in equipment, resources, or staff.
- ♦ Evaluate internal procedures, uncover process improvement opportunities, and implement changes to boost quality, efficiency, and ROI.
- ♦ Lead high-visibility programs that strengthen the company's reputation for innovation and corporate citizenship.
  - ✓ Launched the "Driven to Drive" initiative that helps injured veterans regain their ability to drive.
- ♦ Collaborate with cross-functional colleagues to ensure that finished products align with the brand's revenue and messaging goals.

### Tiny Rebellion

2013 – 2015

**Senior Broadcast Producer** – Directed broadcast production activities to facilitate the success of multiple, concurrent client projects.

- ♦ Established and enforced best practices for client interactions, production planning, vendor management, and collaboration with post-production companies.
- ♦ Designed strategies for eliminating process inefficiencies, improving creative output, and judiciously allocating project resources.
- ♦ Partnered with colleagues and vendors to seamlessly integrate broadcast assets into cross-platform campaigns.
- ♦ Consulted with client stakeholders on production goals and logistics, including challenges, opportunities, feasibility, and potential risks.

## **Freelance Professional**

**2000 – 2013**

**Producer, Production Manager / Coordinator, and Filmmaker** – Provided strategic leadership to projects of varying scope, budget, and complexity.

- ◆ Produced film, broadcast, and digital content that resonated with target audience demographics.
  - ✓ Wrote, shot, and directed the award-winning documentary *The Battle of Local 5668*.
  - ✓ Worked on multiple features and documentaries including *So Help Me God!*, which won the César Award for Best Documentary, and *Sunset Blvd.* with legendary director Ulli Lommell.
  - ✓ Served as Project Coordinator at Anonymous Content for episodes of *The Hire* directed by John Frankenheimer, Ang Lee, Wong Kar Wai, Guy Ritchie, and Alejandro Gonzalez.
  - ✓ Produced *Taking America's Temperature* as part of the Save Our Selves (S.O.S) Film Festival founded by Al Gore.
  - ✓ Served as Agency Producer / Line Producer / Post Producer on campaigns for global brands including Hotwire, Legalzoom, eHarmony, Ancestry, Shoedazzle, 21<sup>st</sup> Century Insurance, Truecar, and Gamefly.
- ◆ Brought creative vision to life through technical innovation and high-impact storytelling.
  - ✓ Successfully adopted Avid technology shortly after its launch.
  - ✓ Developed expertise in live action, animation, green screen, stop motion, CG, motion control, stills, car, car to car, travel, helicopter, drone, testimonial, and military shoots.
- ◆ Cultivated new professional opportunities by building and leveraging relationships across the industry.
- ◆ Strategically managed budgets and resources to ensure on-time, on-budget delivery of all projects.

## **EDUCATION**

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### **Bachelor of Fine Arts in Motion Picture Production, with Honors; Wright State University**

- ◆ Student Emmy winner for the film *Night Owls*.
- ◆ Studied with Academy Award winners Julia Reichert and Steve Bognar (*American Factory*).

### **Associate of Arts in Theater Production; Community College of Allegheny County**

***Excellent references available upon request.***