

# Kristin Loudis

Senior Creative Producer

303-909-5760 • [kloudis@mac.com](mailto:kloudis@mac.com) • [kristinloudis.com](http://kristinloudis.com) • [linkedin.com/in/kristinloudis/](https://www.linkedin.com/in/kristinloudis/)

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I am a creative, innovative, and detail-oriented professional leader with extensive experience in media, creative development, and production management. Skilled in coordinating multiple aspects of projects, from pre-production to post-production while employing gut instincts and intuition. An extremely visual, creative producer with a deep understanding of technical and artistic aspects of film, television, advertising, and numerous media formats. Well-versed in overseeing project concepts and ideas, managing budgets and schedules, hiring and directing creative teams, and ensuring the final product meets the highest quality standards and project goals. God is in the details.

## Technical Proficiencies & Skills

- Media:** National TV & Radio Commercials, Branded Content, Short & Feature Films, Print Production Photography, Audiobooks, Documentaries, Digital & Social Media, Corporate Video & Film, Live Events, Web Design
- Software:** Adobe Creative Suite: Photoshop, InDesign, Illustrator, Lightroom, WordPress, MS Office, Google Docs, Google Meet, Zoom, Slack, FileMaker, Movie Magic Budgeting, Movie Magic Scheduling, Final Draft
- Expertise:** Content Development, Project Management, Photography, Script Creation, Editing, Graphic Design

## Creative Accomplishments

- Creatively managed projects with ~\$2M budgets and appropriated legal signatures for SAG, bids, and contracts.
- Led all facets of film production for 2x 20-minute short films and 3:00 short film trailers, from creating scripts to casting top performance talent. Oversaw production process, hired cast and crew, and coordinated hair and stylist pre-pro sessions. Secured locations, wrote deal memos, and oversaw post-production through wrap.
- Developed 40 videos of animation, motion graphics, archival footage, and documentary interviews while managing motion graphics artists from numerous global regions. Exceeded clients' expectations by delivering exceptional results.
- Produce a 12-hour audiobook through close collaboration with a novelist. Cast over a dozen national VO character actors to narrate and record 500+ pages. Broke down the book into chapters, utilizing SFX, original musical composition, and stock music to complete the audiobook with the author and engineer.
- Produced a small-budget TV commercial for Nike that won every award in the industry including Clio Hall of Fame, Grand Prix Lion, One Show, and SF Show.

## Career Experience

### Senior Producer

2013 - Present

*On Brand/AMEX, BBH-NY, Known, IMM, Citizen Pictures, Pilgrim Advertising, Pixeltry, Riposte, Smith Design Office.*

Denver, CO

Served various key clients, such as American Express, Audible, LinkedIn, Chili's, Amazon, Connect for Health CO, Justin's, Level 3 Communications, and Xcel Energy. Develop TV commercials, branded content, documentaries, and corporate videos for advertising agencies and film production companies.

- Proven leadership managing creatives, projects, and communication across multiple offices and locations.
- Demonstrated strategic thinking emphasizing the ability to provide conceptual and functional insight into a project, with a lens on creative problem solving with maintaining the overall budget.
- Ability to work with multiple teams and functional areas on a multitude of projects. A real team player!
- Results-focused with the ability to multi-task and thrive in a fast-paced, quick-thinking, dynamic environment, under tight deadlines and be comfortable navigating through ambiguity of all kinds to create clarity.

## **Instructional Producer**

**2013 – 2015**

*Craftsy* | Denver, CO

Directed on-screen talent and production team in studio and on-field shoots. Set design, props, and wardrobe elements; shaped the production's appearance and feel. Critiqued final video for motion graphics, on-screen copy, and edit revisions.

- Enhanced personality and flair of well-renowned quilter that resulted in the best-selling class of all time.
- Produced 200+ hours of online video from content development through post-production in coordination with creative artists, including knitters, quilters, and photographers.

## **Senior Producer**

**2010 – 2013**

*Palm+Havas, Shilo TV, Mendelshon Zien, MOST Agency, West Studios, ES3, Impatto* | Los Angeles, San Diego, Detroit

Managed and oversaw the production of commercials, branded content, motion graphics, and long-format videos. Developed project roadmap, outlined budget and timeline, and ensured appropriate allocation of resources.

## **Additional Experience**

**Senior Broadcast Producer**, Cramer-Krasselt | Phoenix, AZ

**Clients:** Toyota, MGM Grand, Salt River Project, IIA College

**Creative Services Manager**, Lambesis | Carlsbad, CA

**Client:** Campari

**Producer & Production Manager**, Front Range Films, Integer Group, TDA, 48-Hour Film Project | Denver, CO

**Clients:** Coors, Chipotle, Independent feature & short films

**Executive Producer**, BOB (Brief Original Broadcasts) | Denver, CO

**Producer**, Goodby, Silverstein & Partners, Hal Riney & Partners, Venables, Bell & Partners, Publicis, JWT, Saatchi & Saatchi, GSDM, Butler, Shine & Stern, Ketchum, Leagas Delaney, Y&R | San Francisco, CA

**Clients:** Nike, Southwest Airlines, Starbucks, Chevron, Hewlett Packard, Mirage Resorts, Old Spice, PBS, See's Candies, TCI, Umbro, Wells Fargo, Alamo

## **Education**

Bachelor of Arts (Journalism/TV & Radio Production)

Colorado State University | Ft. Collins, CO

Graphic Design Adobe Suite (Certificate)

Palomar Community College | San Marcos, CA

## **Awards & Film Festivals**

Emmy, Clio Hall of Fame, Grand Prix Lion, Clio, One Show, SF Show, ADDY, International ANDY, New York Festival, Denver Film Festival, Phoenix Film Festival, Omaha Film Festival, Underexposed Film Festival, LGBTQ Poland Film Festival, Worldfest Houston International Film Festival, Toyko Lift-Off International Film Festival, deadCenter Film Festival, OutSouth Film Festival, Kaleidoscope Film Festival, Sioux City Film Festival, Cinema Diverse Palm Springs, Flickers Rhode Island Film Festival