

Romi Laine • Producer • 310.503.9883 • romilaine@me.com

Producer - Shoot (1995 - 2018)

Develop & maintain budget and project schedule, hire and negotiate crew, vendors & talent, contract locations, handle technical details and equipment and liaise with client, agency, director, actors and production.

Network Promos, TV Commercials & Web Content: Produce Live Action Shoots for TV Show Launches, Commercials, Advertising & Promotion, PSA's, Web Content and Live Events.

Specialize in producing Network On Air & Print Campaigns for CBS, Netflix, ABC, NBC Universal, The CW Network and E! Entertainment. Additional clientele: Amazon Studios, Showtime, Feld Entertainment, Style Network, MSNBC, Fox, Bravo, CNBC, NBCi.com, Moving Parts, Sway Studios, Riverstreet, Engine Room, Ring of Fire, Jesse Pictures, Studio V-12, Shifting Baselines, Kandoo Films, Buena Vista TV, Columbia TriStar, Universal TV, Beantown Productions.

Still Photography: CBS Fall Campaign & 50th Anniversary Super Bowl Campaign (30 shows shot in 5 cities over 3 months)

Television Programming: NBC *Primetime Preview Show* (30min TV Special); Britt Alcroft *SCOOPS* Pilot (sold at MIPCOM)

Producer - Editorial (1997 - 2014)

Develop & maintain budget and project schedule, hire editors, artists, assistants & vendors, and liaise with client, agency, directors, sound designers and visual effects.

Commercials: Lost Planet, Rock Paper Scissors, Chrome Editorial, Spot Welders, Union, NBC Studios and NBC Special Projects (produced 84 spots with world athletes for Coca-Cola and the Olympics).

Projects: EA Sports, Hummer, NBA, Sprint, VW, Gatorade Web Films, Comcast, Nike, Chevy, Pepsi, Toyota Prius, Walmart, Lexus, ING Direct, Miller Lite, Payless, UPS, Propel Water, AT&T, Nike, Gap, John Mellencamp Music Video, Cadillac, Lexus, Motorola, Elizabeth Arden, Nissan Maxima, Gatorade, BMW Web Films, Nissan Altima, Miller High Life, Toyota Tacoma, Sega, GM, Cadillac, Sony Playstation, Levis, Scary Movie 2 Parody and many others.

Executive Producer, Liquid VFX - Visual FX & Finishing (2008 - 2010)

Develop, bid and manage jobs from award through delivery, hire 2D/3D artists, on set supervisors, graphic designers, support personnel & vendors. Create project workflow and timeline, liaise with client, agency, director and editors. Provide technical solutions and oversee delivery specifications for all formats & mediums (TV, Web, Cinema).

Clients: BBDO, GSD&M Idea City, Lost Planet, Beast, Wieden+Kennedy, Wongdoody, Goodby, Silverstein & Partners, Buck, Triple Double, The Whitehouse, Innocean Worldwide Americas, HutchCo Technologies, Ogilvy & Mather, Nickelodeon, Outpost Digital, Nomad Editing Co, Publicis Worldwide, Barbary Post/SF.

Producer - Visual FX & Finishing (2004 - 2014)

Develop & maintain budget and project schedule, hire and manage 2D & 3D artists, on-set supervisors and graphic designers. Liaise with client, agency, directors and editors. Provide technical solutions and manage delivery specifications for all formats and mediums.

Commercials: Liquid, Mac Guff, Sea Level, a52, Method, Sway Studios

Projects: Nike, Mazda, Toyota Scion, Google, TaylorMade, Chrysler, Gatorade, Chevy Anthem, UCLA, Flo TV, Oregon Lottery, Bud Light, HP - Alicia Keys, Hyundai, Callaway, Taco Bell, Cadillac, MSN, Target, Full Tilt Poker, MSNBC, T-Mobile, NHL, BMW X4, California Lottery, AM/PM, Subway, VH1, Subaru, Kraft, Tostitos, Harlem Globetrotters, Diet Coke, All State, Comcast, Acura, Jaguar, Ameriquest, Dunkin Donuts, Playstation, American Heart, Budweiser, NFL, Heineken, Firestone, Hewlett Packard, Lexus, Miller GD, Orbitz, Range Rover, Drug Free America, SBC, Toyota, Verizon, DeBeers, Nascar, Reebok, Chevy, Doritos, Starburst, Mountain Dew & many others.

OPPORTUNITY & EDUCATION

Production Coordinator - International Feature "UNDERGROUND" filmed in Prague, CR. 1995 Palme D'Or winner, Cannes Film Festival.
UCLA World Arts and Cultures, Art History