

Romi Laine

Executive Producer | Producer | 310-503-9883 | romilaine@mac.com

Qualifications:

- Twenty years of producing all aspects of Production through Post Production: Live Action, Editorial, Music and Sound Design, Graphics, Animation, and Visual Effects.
- Broad knowledge of Media platforms: TV Network Brand & Episodic Promotion, Commercial Advertising, Still Photography, Web Film, Music Videos and Social Media Live Events.
- Creative, positive and comprehensive management of client relations, bidding and negotiations, project timeline and workflow, building and supervising accomplished teams, organizations and vendors, complex technical details and multi-platform deliverables.
- Extensive background Producing campaigns throughout the US, Canada and Europe.
- In addition to communication, creative solutions and collaboration, it is of paramount importance to create a strong, united and respectful production experience on each project.

Live Action (1999 - 2020)

Clients: CBS Television, Amazon Studios, CBS All Access, Netflix, NBC Universal, The CW Network, ABC, Showtime, E! Entertainment, FOX Broadcasting Network, Bravo, Style Network, Feld Entertainment Live Events and many more.

Creative, technical and budgetary collaboration with Director, Creative Directors and Client from project development through shoot production. These large scale productions involve numerous crews simultaneously filming, recording and capturing the Campaign Scripts and Creative concepts on multi-format including Digital, Film, Still Photography, 3D Scan, Voice-Over Record and Social Media Live Capture. Exceptional partnerships created with the Network Marketing Vice Presidents, Creative Directors and Show Executive Producers to launch and promote their TV Shows.

Advertising & Promotion: The Stand Launch, Star Trek Seasons 1-3, Carnival Row Launch, Shades of Blue S1, The Voice, Twilight Launch, Tommy, Evil, Carol Burnett Special, Young Sheldon, Network Brand Campaigns for CBS, The CW Network and E! Entertainment, Hawaii 5-0, Prime Suspect, American Country Music Awards, Parenthood, Celebrity Apprentice, NFL w/Peyton & Eli Manning, Chevrolet, PGA Tour, Project Runway and many more.

Cross-Branding: Superbowl LIII - Twilight Zone | Walmart - Peter Pan Live

Still Photography: Superbowl 50 Campaign - Traveled team to 5 cities shooting advertising & promotion for 30 Television shows

Live Event Capture: Multi-Camera Production: Sesame Street Live Multi-Camera Filming | 90210 Live Event Filming

Long Form Television: NBC Primetime Preview Show | Britt Allcroft Scoobs Television Pilot

Visual Effects, Liquid VFX Executive Producer (2008 - 2010)

Clients: Wieden+Kennedy, BBDO, Innocean Worldwide Americas, GSD&M Idea City, Goodby, Silverstein & Partners, Buck, Publicis Worldwide, Ogilvy & Mather, Wongdoody, Triple Double, Barbary Post SF, Nickelodeon and others.

Oversee company operations and staff, build artistic teams and win projects through creative teamwork, accomplished artistry and efficient workflow. Work closely with Agency and Client, Editors and Colorists throughout projects to elevate the creative, streamline schedule, providing technical solutions and successfully deliver spots for Television, Web and Cinema.

Visual Effects & Finishing (2004 –2014)

Produced for Liquid VFX, a52, Sea Level, Method Studios, Mac Guff, Sway Studios

Produce all aspects of post production finishing and visual effects, graphic design and animation for Broadcast Commercials. Manage visual effects teams, budget and project workflow, timeline and delivery specifications for all media formats.

Commercials: Google, HP Alicia Keys, Harlem Globetrotters, Range Rover, Nike, Gatorade, BMW X4, Chevrolet Anthem, Taco Bell, Mazda, Diet Coke, NFL, Doritos, Hyundai, Budweiser, Reebok, Subway, Toyota Scion, TaylorMade, Chrysler, Nascar, Starburst, Jaguar, DeBeers, Verizon, Bud Light, Callaway, Target, Cadillac, Full Tilt Poker, NHL, T-Mobile, SBC, California Lottery, AM/PM, Subaru, Tostitos, Acura, Dunkin Donuts, Heineken, Hewlett Packard, Miller GD, Orbitz, Mountain Dew and many others.

Editorial (1997 - 2014)

Produced for Lost Planet, Rock Paper Scissors, Chrome Editorial, Spot Welders, Union, NBC Studios

Produce and collaborate with Production, Agency and Directors for TV Commercials, Web Films and Music Videos. Develop and maintain budget and project schedule, manage editorial and graphic team workflows and liaise with sound designers, music composers and visual effects.

Commercials: Nike, BMW Web Films, EA Sports, Hummer, Sprint, Volkswagon, Pepsi, Toyota, Gatorade Web Films, Comcast, Lexus, Walmart, Miller Lite, Chevrolet, Propel Water, AT&T, Gap, Mazda, ING Direct, UPS, John Mellencamp Music Video, Sony Playstation, Motorola, Elizabeth Arden, Nissan, Scary Movie 2 Parody, Miller High Life, Toyota, Sega, Levi's, NBA, Cadillac and many more.

Cross-Branding: NBC Olympics Campaign, Produced 84 spots profiling athletes around the world for Coca-Cola and the Olympics.

Development & Education

- Production Coordinator: International Film "UNDERGROUND" in Prague. 1995 Cannes Film Festival *Palme D'Or Winner*
- Art Department Coordinator and Production Assistant: Propaganda Films, Director: Michael Bay
- Production Assistant: Red Car, MJZ, Propaganda Films, Rhythm & Hues, Stilling Films (Czech Republic) and others.
- UCLA, World Arts and Cultures - History / Art History

~ Native Californian for a lifetime. A year living in Prague and another traveling Europe has inspired me to explore the world.~