

Romi Laine

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

Qualifications:

- Twenty five years producing all aspects of Production through Post Production: Live Action, Editorial, Music and Sound Design, Graphics, Animation and Visual Effects.
- Broad knowledge of advertising and marketing through TV Network Brand & Episodic Promotion, Commercial Advertising, Still Photography, Web Films, 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, navigating 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 throughout each project.

Live Action (1999 - 2022)

Clients: Apple TV+, Paramount+, 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 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 promote and launch their TV Shows.

Advertising & Promotion: Emancipation, Mrs. American Pie, Star Trek Discovery / Strange New World / Picard, Ghosts, American Country Music Awards Carol Burnett 50 Year Special, Carnival Row, High Desert, The Stand Launch, Why Women Kill, Shades of Blue, Twilight Zone, The Voice, Evil, Young Sheldon, Brand Campaigns for CBS, The CW Network and E! Entertainment, NFL Manning Brothers, Hawaii 5-0, Chevrolet, Parenthood, Celebrity Apprentice, PGA Tour and many more.

Cross-Branding: Paramount+ Network Launch | Superbowl LIII - Twilight Zone | Nissan - The Voice | Walmart - Peter Pan Live

Stills Brand Campaign: 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 Shoot | 90210 Live Event

Long Form Television: NBC Primetime Preview Show | The Britt Allcroft Company - 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 San Francisco, Nickelodeon and others.

Oversee company operations and staff, build artistic teams and guide 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, provide 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, Acura, California Lottery, AM/PM, Tostitos, Dunkin Donuts, Heineken, 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" Prague, Czech Republic. 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, Stillking Films Czech Republic and others.
- UCLA, World Arts and Cultures - History / Art History

~ Native Californian. Two years living abroad in Prague and traveling Europe continues to inspire me to explore the world.~