

## Romi Laine

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

### Qualifications:

- Over 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 Television 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 in producing campaigns throughout the US, Canada and Europe.
- Focusing on communication, creative solutions and collaboration, my goal is to create a united, supportive and respectful experience on every project.

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### Live Action (1999 - 2024)

Clients: Paramount+, Apple TV+, CBS Television, Amazon Studios, CBS All Access, Netflix, NBCUniversal, 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 Directors, Creative Directors and Clients from project development through shoot production. These large-scale productions involve numerous crews simultaneously filming, recording, capturing scripts and creative concepts in multi-format including Digital, Film, Still Photography, 3D Scan, ADR & Voice-Over Record, and Social Media Live Capture. Exceptional partnerships created with Network Marketing Vice Presidents, Creative Directors and Show Executive Producers to promote and launch their shows and films.

Advertising & Promotion: P+ Mountain of Entertainment NFL Kick Off & Super Bowl LVIII campaign, Mayday film, Palm Royale, Emancipation film, Star Trek Discovery / Strange New World / Picard, Ghosts, P+ Mountain of Entertainment Network Launch & Super Bowl LV, Carnival Row, American Country Music Awards, High Desert, The Stand, Carol Burnett 50 Year Special, Young Sheldon, Why Women Kill, Shades of Blue, Twilight Zone, The Voice, PGA Tour, Evil show open, Chevrolet, Olympics, CBS Brand campaigns 2011-2017, The CW brand campaigns, E! Entertainment Brand campaigns, The Apprentice and many more.

Cross-Branding: Super Bowl 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 Media Event

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

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### 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.

Oversaw company operations and staff, built artistic teams and guided projects through creative teamwork, accomplished artistry and efficient workflow. Worked 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.

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## Visual Effects & Finishing (2004 –2014)

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

Produced all aspects of post-production, finishing and visual effects, graphic design and animation for broadcast commercials. Managed visual effects teams, budgets and project workflow as well as 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.

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## Editorial (1997 - 2014)

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

Produced and collaborated with Production, Agency and Directors for TV Commercials, Web Films and Music Videos. Developed and maintained budget and project scheduling, managed editorial and graphic team workflows, and liaised with sound designers, music composers and visual effects artists.

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.

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## Development & Education (1989-1998)

- Post Producer & Live Action Producer: Beantown Productions
- Coordinator Post Production: Beantown Productions
- Production Coordinator: International Film "UNDERGROUND" Prague, Czech Republic. 1995 Cannes Film Festival - Palme D'Or Award
  - ◆ Two years living abroad, working in Prague and traveling Europe at a young age inspires me to continue exploring the world.
- Art Department Coordinator: Propaganda Films, Director: Michael Bay
- Production Assistant: MJZ, Red Car, Propaganda Films, Rhythm & Hues, Stillking Films Czech Republic
- UCLA, World Arts and Cultures - History / Art History
- Native Californian 