

JOE CALABRESE

DIRECTOR OF PRODUCTION

284 PRESIDENT ST, BROOKLYN, NY 11231

joecala@me.com

917.596.9629

RELEVANT EXPERIENCE

Director of Production, DEUTSCH, NY

March 2011 – present

Manage over \$34M in global production dollars across our client roster: AB in BEV, Reebok, PNC Bank, Galderma, Johnson & Johnson, Outback, et al

Direct an integrated production team of 41 producers, designers, directors, editors, animators, re-touchers, vfx artists, photographers across all production disciplines (digital, video, experiential, and photography)

Built a multi-disciplinary internal production studio (Steelhead) from scratch into an award-winning, highly profitable, best in class creative solution, specializing in video production (filming), post production (editing, vfx, color, sound recording & mixing) & tech (AI, machine learning, site & APP development)

Constantly evolving and discovering new process for deeper, more meaningful collaboration across departments, discovering new production partners, up-and-coming talent, platform specific technology, and better workflow systems

An optimistic, creative collaborator, holding a seat on the agency Leadership team carrying out our agency mission; and managing finances, staffing, and resources across the agency

Member of Diversity and Inclusion team

Director of Brand Production, JWT NY

January 2008 – February 2011

Managed over \$22M in client production dollars

Managed an integrated production team of 35 producers on Macys, Diageo (Smirnoff, Jose Cuervo, Crown Royal), Rolex, Cadbury (Trident, Stride, Swedish Fish, Sour Patch Kids), Royal Caribbean

Executive Producer, BBH NY

September 2006- January 2008

Responsible for the AXE Body Spray and Miller Lite accounts

Produced television spots, online content, photography

Senior Producer, TBWA/CHIAT DAY SF

September 2004 - September 2006

Responsible for the FOX Sports and Adidas accounts

Produced television spots, online videos, episodic network television

Other Production Experience - CHIAT/DAY NY, DOREMUS, D'ARCY

Over 20 years experience in agency producing, project management, editing, business affairs, traffic, line producing

EDUCATION

Hofstra University, BBA Marketing/Psychology

ACCOLADES

14 Cannes Lions, 9 AICP awards, 6 Clios, 5 One Show Pencils, 3 D&AD awards, 3 Shortys, 2 Webbys

OTHER ENDEAVORS

Partner/Executive Producer, COBRA BLOOD FILMS, LLC

'Better Half' the Movie

13 festival acceptances

4 festival wins

In development for the series

'90' the series

'Burn' the movie

Owner/Partner, CAL PROPERTIES, LLC

Community conscious builder specializing in Brooklyn brownstone residential condominium design & development

REFERENCES

Available upon request, or just poke around. I stand by my reputation :)