



# Kari Ickert

Supervising Producer + Post Production Manager  
Buttons Creative LLC

412-953-6006  
kariickert@gmail.com

## PROFESSIONAL EXPERIENCE

**UNIVERSAL KIDS / NBCUNIVERSAL, LLC** New York, NY  
**Project Manager, Brand Creative (Contract)** 10/2019 – 01/2020

- Provided project oversight from ideation through finishing and final delivery for all creative operations: on-air, social, digital and print production.

**JOINT EDITORIAL / WIEDEN + KENNEDY** New York, NY  
**Freelance Post Producer** 03/2019 – 09/2019

- Critical member of creative team comprised of agency producers, copywriters, and art directors to create broadcast, digital, retail, and internal-facing videos for accounts such as Bud Light, Duracell, Ford, Fox Sports, and Sprite.
- Assembled and directed Joint's first remote post production project in St. Louis around games 6 and 7 of the 2019 Stanley Cup Championship for Bud Light's "Gloria Brew," as featured in Adweek.
- Originated and implemented project resource tracker to employ consistency within department.

**CAUSE+EFFECT** New York, NY  
**Interim Head of Post Production / Supervising Producer** 12/2018 – 02/2019

- Created bids and schedules for brand activations and post production projects from client RFPs and briefs. Clients included IFC, MTV, Nickelodeon, VH1, and YouTube.
- Managed scope of numerous projects per client demands or production roadblocks, liaising with client and expanding scope when necessary.
- Utilized connections to source talent in freelance and creative partnership capacities.

**PICTURE FARM** New York, NY  
**Freelance Post Producer** 10/2017 – 10/2018

- Cultivated creative motion editorial in partnership with brands and agencies for product launches, brand films, and beauty tutorials in line with campaign strategy. Clients included AKQA, Anomaly, Equinox, Fendi, H&M, Laura Mercier, Nike, and Sweetgreen.
- Developed proposals and allocated budget for projects ranging from \$5k to \$300k+.
- Managed workflows and schedules of post production team and creative partners including colorists, designers, and audio engineers.

**ANATOMY MEDIA, INC.** New York, NY  
**Supervising Producer & Production Manager** 01/2009 – 09/2017

- Supervised award-winning B2B and B2C creative marketing campaigns for media brands including Amazon, Discovery, FX, FXX, National Geographic Channel, and TNT.
- Facilitated communication between client and in-house creative team to ensure each project execution satisfied the strategic goals of the campaign and brand.
- Acted as a story producer and creative supervisor, assembling story arcs from source material and/or transcripts to develop creative frameworks.
- Managed client expectations; client return rate of over 80%.



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## PROFESSIONAL ORGANIZATIONS

### WOMEN IN CABLE TELECOMMUNICATIONS

New York Chapter

#### Board of Directors: Social Media Chair

2017 – 2018

- Developed strategies for promotion of events and engagement of community on the chapter's LinkedIn, Twitter, Facebook, and Instagram platforms.
- Directed and supervised team of content creators and oversaw content editorial.
- Live Tweeted, produced Instagram Stories, and conducted interviews via Facebook Live from WICT NY events.

### PROMAX | BDA

#### Producer, Hot Spots Session at PROMAX | BDA Conference

2012 – 2017

- Supervised production of one of the highest-attended sessions of the conference where industry members convene to screen work from colleagues over the past year.
- Liaised between internal team and network contacts to ensure promotional spot submissions are up to spec.
- Curated session from over 1,200 submissions down to approximately 60 spots that exemplified the current trends of the industry.
- Coordinated delivery of materials to PromaxBDA for tech check and final presentation.

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## EDUCATION

### THE PENNSYLVANIA STATE UNIVERSITY

University Park, PA

Bachelor of Arts: Telecommunications

Minor: Theatre

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## TECHNICAL PROFICIENCY

Adobe Creative Suite

Avid Media Composer

Mac OS / Windows

Microsoft Office Suite

WordPress

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## INTERESTS & AFFILIATIONS

"Cruise Director"

Patron of the Arts (IG: @karilovesbroadway)

Craft Beer Enthusiast

SAG-AFTRA Member