

JAKE GUTTORMSSON

120 Oakview Ave. Maplewood, NJ 07040
jakeguttormsson@gmail.com | 917-664-9920
Portfolio <https://integratedproducer.net/>

SUMMARY

I am a highly creative and collaborative individual who has worked in the Advertising, Production, and Content Creation Industries for the past 17 years. I have hands-on experience in digital, interactive, broadcast, social media, branded content, animation, and visual effects. I believe my diversified background gives me a unique perspective as a Producer.

JOB HISTORY

W2O [OCT 2017 – Present]

Senior Integrated Producer (Freelance and Staff)

Managed production on multiple video, print, and digital projects for brands from clients Circassia, Astra Zeneca, Merck, Avaxis, and Galderma.

YOUR CANCER GAME PLAN (MERCK) Unbranded Marketing and PR

I was brought on to the Merck team in 2018 to produce several updates to the Unbranded Cancer Health site [Your Cancer Game Plan](#). In 2019, I produced a series of 14 videos for a new YCGP campaign entitled [“With Love, Me”](#). Cancer survivors and caretakers wrote letters with advice they wished they had on day one of their diagnosis.

TUDORZA

Circassia purchased Tudorza from Astra Zeneca in 2017, and hired W2O to re-launch this brand in the crowded COPD market. I project managed the development of a new Campaign for Tudorza. I then went on to produce multiple projects to support the Circassia relaunch including: a CVA, Patient Brochure, multiple HCP leave behinds, Veeva emails and an iDetails deck (IVA), digital banners, convention materials, and support assets for their annual sales meeting.

VAYNERMEDIA [APR – AUG 2017]

Freelance Integrated Producer

At VaynerMedia, I managed multiple projects and accounts in all stages of creative production. From new business creative pitches, creative development, pre-production, shoot, and post production. I worked on a number of accounts in my first 4 month stint there: UNTUCKit Shirts, Nobilis Health, Snapchat, MicroStrategy, Coach, and Budweiser.

BUDWEISER [March to June 2017]

ABI came to VaynerMedia and asked them to drop [a crate of Budweiser out of a C-130](#). VM came up with some amazing creative to give the idea heart, and the strategy to get the message out to consumers about Budweiser’s continuing mission to honor, support, and employ America’s Veterans.

Armed with a \$1.2 million budget, I worked with a military consultant to source the C-130 crew, parachute drop teams, and an airfield in the Arizona desert to pull off this stunt. I ran communications and logistics with an L.A. based production team, and a Utah based director and crew to bring this amazing concept to life. We even had a chase helicopter and 4 man skydiving team to help shoot our aerial coverage of this massive undertaking.

We got over 16 million views on Facebook, and raised \$1 million for Folds of Honor, an organization that gives scholarships to family members of fallen and disabled veterans.

COACH [JAN – APR 2017]

Freelance Video Producer

At Coach, I managed the production of new video content for use on Coach.com, social media, and In-Store Video Displays (over 400 stores globally). I also manage the video archive, and field requests for existing video content for trade shows, wholesalers, and retail locations globally.

While I was there I produced the shoot of their [Fall 2017 runway show at NY Fashion week](#).

DDB [MAR 2014 – NOV 2016]

Integrated Producer

At DDB, I was an **Integrated Producer**, working on both digital and broadcast projects. I had experiences with a number of accounts: Electrolux, Frigidaire, Qualcomm, The Challenger Center, Huawei, State Farm, The USTA, and Nexplanon.

QUALCOMM [March 2015 to October 2016]

I was Lead Producer on [“The #WhyWait Invent-Off”](#) a web series where we cast two teams of inventors and challenged them to make something amazing using Qualcomm technology. We handpicked two teams composed of an engineer, an artist, a college student, and a high school student. We gave them 6 days to design and execute. Qualcomm was so impressed that they asked us to make a second season.

[In the second season](#), we challenged our teams to save a life using the Internet of Things. The campaign was executed over Qualcomm’s social media channels, as well as a media hub we created on Qualcomm.com.

The results were astonishing. In the second season, we racked up over 27M Total Video Views, with a Video Completion Rate of 89%. Qualcomm also saw a 29 point lift in Brand Favorability and a 22 point lift in Key Brand Associations – exceeding other Qualcomm initiatives by 63%! Overall, we saw 14M social Engagements, and drove 29,000 page views of Qualcomm web properties.

ELECTROLUX / FRIGIDAIRE [March 2014 to March 2015]

My first year at DDB, I joined the Electrolux/Frigidaire team as a **Digital Producer**. At the time digital was a new field to me, but I quickly learned on the job how to adjust my skill set to take on the new responsibilities.

I worked closely with the account, UX, and creative teams. Along with the daily maintenance of two massive retail and e-commerce sites, I oversaw and launched several projects for Frigidaire, like a web app for customizing refrigerator door shelves and a life style section called "Time is on Your Side" featuring timesaving tips, tricks, and recipes. I also worked on the complete redesign for electroluxappliances.com in 2014.

HUMBLE [2009-2014]

My job at Humble was part **producer**, part **creative lead**, and part **operations coordinator**. I advised the head of post-production on staffing project teams, managed creative assets and archives, purchased equipment and upgrades, and managed junior staff on internal organizational projects. Clients included Pharma (SAMSCA and Simply Saline), Sports (ESPN, UFL, NBA) as well as Nickelodeon, QDoba, Verizon, Hasbro, Crayola, and others.

MUSIC CHOICE [2008-2009]

I was a **Senior Motion Designer** and **Content Creator** at this Cable Music Network. I worked on a number of projects, including some interesting contents for interactive live broadcasts. The first was a show called "Video Invasion" in which aliens attack the Earth to destroy music videos. The second pilot was a viewer generated content driven show called "Vidiots." Fans could pick their favorite video, upload their own version. For both projects, fans could send in votes via SMS to affect the outcome of the show.

SALINE PROJECT [2000-2008]

I was a **Founding Member** of a Content Creation company, based in Brooklyn. We conceived, produced, and directed a dozen show opens, several music videos, station IDs, digital shorts, and commercials. Our clients included Discovery, TLC, MTV, Dunkin Donuts, Sony, JetBlue, Eminem, 50 Cent, The Roots, The Cure, The Black Eyed Peas, and Gwen Stefani.

AWARDS

Academy of Television Arts and Sciences

Emmy Award for Motion Design [2002]

I won an Emmy Award for my work on the opening sequence for "Mortal Enemies," a documentary about the history of the Palestinian-Israeli conflict. It was one of the earliest stand out jobs for the Saline Project. With total access to the New York Times Photo Archive and a lot of Photoshop work we created an emotional cinematic montage of "Living Photographs."

Music Video Production Association

Director of the Year Nomination [2004]

That year, the Saline Project directed and produced 8 music videos for the Roots, the Cure, Eminem, and others. The effects laden videos were shot on green screen, and constructed using a combination of miniature landscapes, photo collage, hand-made elements, and 3d.

Cut and Paste Design Competition

Global Grand Champion, Motion Design [2009]

I competed against 15 Cut and Paste Champions from other cities around the world. We battled it out for 8 hours on stage at the Hammerstein Ballroom in NYC. I knew I wasn't going to out animate anyone, we were all phenomenal, so I planned my 15 second digital short as a tightly cut story about a family of Robots; fast paced, and as funny as possible.