

# LISA CANADA

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## **CAREER OBJECTIVE & SUMMARY**

7 years marketing experience with consumer and business-to-business agencies. Proven experience in production services, communications and estimating. Energetic, outgoing, independent self-starter with management experience and maintaining strong vendor and client service relationships. Seeking a career with a creative and progressive organization where I can utilize my skills and produce in a challenging role that allows for advancement and growth.

## **EDUCATION**

1997 – 2001 Lander University - Greenwood, South Carolina

*Bachelor Degree of Mass Communications, Minor Political Science*

- 2000 – 2001 Editor, The Forum (Lander's student newspaper, published biweekly)
- 1999 – 2000 Managing Editor & Staff Writer, The Forum
- 1999 – 2000 President, Mass Communications Association

## **PROFESSIONAL EXPERIENCE**

July 2008 – Present Phoenix Graphics - Greenville, South Carolina

*Client Services Director / Producer*

- Serving as the main contact for all clients within the Phoenix Graphic database.
- Responsible for managing client service relationships, including understanding client's background .
- Responsible for all estimates/quotes and staying on top of client's budgets.
- Responsible for scheduling and multi-tasking all projects.
- Responsible for making and reporting strategic decisions that will result in outstanding results for our clients.

2007– 2008 the bounce agency - Greenville, South Carolina

*Broadcast Producer*

- Managed all broadcast production (TV commercials, radio commercials, video training, sales pitches, print and outdoor photo shoots) and interactive projects (websites, email blasts, e-newsletters, micro-sites, and web banners. Includes flash and HTML where needed.)
- Created schedules and coordinated broadcast and interactive work from start to finish.
- Prepared bid packages for selected production vendors. Bid packages included: proposal, goals, storyboard, preproduction notes, specification sheet, timeline, budget, etc. Responsible for awarding bids.
- Maintain a constant professional relationship with all vendors, such as: directors, reps, photographers, animators, production companies, talent, talent agencies, etc.
- Created estimates and quotes for clients for all broadcast and interactive projects.
- Responsible for all talent and location releases, indemnification letters, image rights and releases, completion reports, purchase orders and production books.
- Responsible for all budgets created within estimates and created a balance between overages and the client's bottom line.
- Responsible for maintaining a positive balance between creative, vendors and the client.

2005 – 2007 VantagePoint - Greenville, South Carolina

*Production Services Manager*

- Managed all creative production projects (print, broadcast and interactive).
- Supplied the Account Team with accurate estimates for all creative projects. (print, broadcast, interactive, etc.) Estimates supplied can be anywhere from creative time to complete a project or a 3-day video shoot on location.
- Responsible for overseeing all vendor relationships (i.e. printers, illustrators, videographers, photographers, onscreen or voiceover talent, animators, etc.).
- Supervised and organized all photo shoots, video shoots, etc. Works with the Creative Director in communicating creative direction to the talent/vendor.
- Approves vendor quotes and is responsible for negotiating the best price and service available.

- Managed all creative freelancers and maintains the creative department's resources and supplies.
- Supervised the Traffic Coordinator to ensure the trafficking process is working effectively and efficiently, and manages in identifying opportunities for improvement in that process.
- Directly responsible for all web-hosting clients and communicates and schedules their requests as needed.
- Managed all creative award entries and delegates appropriate tasks to the team.

#### 2004 – 2005 VantagePoint - Greenville, South Carolina

##### *Traffic Manager*

- Trafficking and scheduling all creative projects and meetings through the system.
- Ensures each milestone deadline is met and communicates to the client teams the status of all jobs on a regular basis.
- Monitoring creative's utilization in making sure schedules are filled and the department is utilized at 100% of their billable goal.
- Managed all resources for VantagePoint's creative department and managed freelancers when needed.

#### 2002 – 2004 The Leslie Agency - Greenville, South Carolina

##### *Production Coordinator*

- Trafficking and scheduling all creative projects and meetings through the system.
- Multi-tasking regularly scheduled projects with rush projects on a daily basis.
- Assisting the Production Director with all production projects.
- Coordinating media files and publication schedules.

#### **PROFESSIONAL MEMBERSHIPS & ACKNOWLEDGEMENTS**

- 2007 VantagePoint nominee for Greenville Magazine's, Greenville's Best & Brightest Under 35
- Business Marketing Association – Carolina Chapter
- Greenville Ad Club

#### **COMMUNITY ACTIVITIES**

- Member of Volunteer Match
- Greenville Literacy Association Volunteer
- Participant in Greenville's "The Really Good Really Cheap Book Sale"
- Contributor and Volunteer to Greenville's Humane Society
- Participant and contributor to Greenville's MS walk
- Participant and contributor Greenville's March of Dimes
- Speak for Animals Volunteer
- Hands on Greenville Volunteer

#### **REFERENCES**

- Craig O'Neal, VantagePoint Inc. – Owner / President, 864.331.1240
- Steve Woodington, VantagePoint Inc. – Associate Creative Director, 864.331.1240
- Phil Quist, Indigo Ridge – Owner, 864.313.0515
- Randall Owens, Skyline Productions – Owner, 864.271.0024
- Tim Neal, Palmetto Graphics – Owner, 864.329.1120
- Laveda Miles, the bounce agency – Creative Services Manager, 864.271.8340
- Joquita Burka, the bounce agency – Associate Creative Director / Senior Copywriter, 864.271.8340