

DIANE L. KNIGHT

312-519-4608 • www.dianeknightproducer.com • diane@dianeknightproducer.com

BROADCAST/DIGITAL CONTENT PRODUCER/PROJECT MANAGER

Innovative Solutions – On Time, On Budget

Deep experience on agency creative teams focused on producing quality messaging for consumer product goods, retail, automotive and fast food clients. Skilled negotiator with successful record solving complex strategic, schedule and budget issues, and managing multiple, high-visibility projects simultaneously. Collaborative leader with demonstrated ability to build cohesive cross-functional teams.

BROADCAST PRODUCTION EXPERIENCE

Broadcast Producer – October 1989 to Present

Produce national and regional, brand and promotional, TV and radio commercials and video marketing assets on staff and freelance basis. Partner with creative and account teams to produce memorable, strategic communications and enhance creative by leveraging category and production knowledge. Educate stakeholders on production process. Discover creative resources and implement cost-effective, innovative solutions. Build rapport with clients, creative and technology partners; negotiate bids and contracts; establish workflow and cost containment best practices. Provide expert management of simultaneous productions and forecast production needs.

WILLIAMS LABADIE – Freelance 2007-12 – Clients: Botanical Laboratories, Gelita Healthcare

FORESIGHT PR – Freelance 2006-12 – Client: Central DuPage Hospital

YOUNG & RUBICAM, INC. – Staff 11/99-7/01 – Client: Ford, Lincoln Mercury

THE RICHARDS GROUP – Freelance 4/99-11/99 – Clients: AT&T, ComDisco, Encore Entertainment

SAATCHI & SAATCHI – Staff 7/98-4/99 – Client: Toyota

TBWA CHIAT/DAY – Staff 9/95-7/98 – Clients: Infiniti, Nissan, Taco Bell

TATHAM EURO RSCG – Freelance 5/95-7/95 – Clients: Hardees, Proctor & Gamble

FCB – Freelance 2/94-4/95 – Clients: Coors Brewing Co., Kimberly Clark, Kraft, S.C. Johnson

JACK LEVY ASSOCIATES – Staff 10/89-7/93 – Clients: American Medical Association, Cole Taylor Bank, Pizza Hut

Key Successes:

- Consistently produced award-winning regional retail TV spots (\$10K-\$2.5Million) chosen to air on national media.
- Established new revenue streams and developed best practices for production of regional Toyota spots nationwide.
- Established broadcast production/traffic departments to service 23 regional Pizza Hut markets.
- Managed/trained associate producers, broadcast production, business affairs and broadcast traffic managers.

DIGITAL CONTENT PRODUCTION/PROJECT MANAGEMENT EXPERIENCE

Freelance Digital Content Producer/Project Manager – January 2008 to present

Produce digital content for web and social media; provide hands-on project management for website and integrated print and online marketing, including; strategic and creative development, cost estimating, scheduling, resource selection and allocation; and production supervision. Expert workflow management, best practices compliance and implementation of cost-effective solutions. Build rapport with clients, creative and technology teams; manage stakeholder expectations.

Clients: Aspen Marketing Services, AT&T, Central DuPage Hospital, Communications Pipeline, Discover Card, Farin & Associates, FaxWatch, Inc., Follett Software Company, Foresight PR, PC Smart Bar, Proctor & Gamble, SPM Marketing & Communications, TBA Global, Valspar, Wyndemere Senior Living Campus, ZGraphics

Current Projects:

- Producing, shooting and editing monthly web video series “Engaged in Life” for Wyndemere Senior Living Campus, featuring interviews with residents and staff for public relations, website and social media use.
- Producing, shooting and editing web video series for PC Smart Bar, featuring employees and customers for public and investor relations, website and social media use. Developing “How To” web video series for social media.
- Developing, producing, shooting and editing on-going web video series on Organic Cooking. Multi-camera capture of unscripted cooking lessons with parents and children, wrestled into submission during edit.

Recent Projects:

- Produced highly successful web video series for Proctor & Gamble (Bounce) via TBA Global on shoestring budget.
- Produced digital assets for AT&T digital display and interactive kiosks via Aspen Marketing Services.
- Project management of 3, multi-tier, high-touch, B2B direct response email/print and pURL/micro-site campaigns for Follett Software Company targeting key decision makers in public education nationwide via ZGraphics. Project duration: 9 months, discovery to post analysis. Responsibilities included client management, scope/timeline determination/management, creative/architecture input, usability testing, list management, post analysis.
- Produced, shot and edited web video series for Communications Pipeline for email marketing and social media.
- Production consultant on interactive web video series pitch to Discover Card for Aspen Marketing Services.

VOLUNTEER SERVICE

- Negotiated over \$200K in donated services to produce fundraising videos and digital content for Wellness Place (Cancer Support Center) and Girls On The Run (Pre-Teen Self Esteem Building Program).
- Developing curriculum and administrating Conversational Spanish Immersion Enrichment program for Illinois District 26, with the University of Minnesota and the Center of the Advanced Research of Language Acquisition.

EDUCATION

Bachelor of Arts, Journalism - Indiana University, Bloomington, IN

AWARDS

Multiple Addy, Telly and Mobius awards