

Kit Liset

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kitliset.com

Executive Producer and Business Affairs Management

Freelance Executive Producer and Business Affairs (2018-) (remote)

MADISON MEDIA GROUP, New York, NY.

JOSETTE LATA REPRESENTS, New York, NY

Operations Manager

THE PERLMAN MUSIC PROGRAM/SUNCOAST, 2019-2020 Season, Sarasota, FL.

- Event production and administrative operations.

Freelance Executive Producer and Business Affairs (2015-2017)

MADISON MEDIA GROUP, New York, NY

Production services for the boutique advertising agency StrawberryFrog.

- Management of creative production and client spending for TV, digital and print advertising.
- Clients: SunTrust Bank, First Abu Dhabi Bank (FAB), European Wax Center,

Director of Integrated Production Management/Department Operations (2007-2011)

JWT/NY (J. Walter Thompson), New York, NY

Served as Director of Production in the flagship office of one of the world's oldest and largest global advertising agencies.

- Administrative/operations member of the executive creative management team.
- Provided a central axis for the production department, managing 100+ producers working for 80 global brands.
- Managed integrated production teams and business affairs.
- Executive produced award-winning integrated events.
- Supervised production for new business pitches, internal JWT video projects and events, and all production projects for the office of the global chairman and CEO.
- Clients included: Microsoft, Macy's, T. Rowe Price, Rolex, Diageo (Smirnoff), Johnson & Johnson, HSBC and Estee Lauder.

Director of Broadcast TV (Production Department) Operations (2005-2007)

JWT/NY (J. Walter Thompson), New York, NY

Developed a new operations role into a key management position in the department and the agency-at-large.

- Supervised a staff of 35+ producers and business managers working on an average of 300 rotating projects per week.
- Oversaw the new in-house production arm for the client Reckitt Benckiser.
- Revamped production department protocols and streamlined operations. Responsible for personnel recruitment and onboarding. Supervised the business affairs team.
- Successfully moved challenging projects (production/admin/ops) through the intricate corporate ecosystem.
- Clients included: HSBC, T. Rowe Price, Domino's, Smirnoff, Macy's, Diamond Trading Company, Jenny Craig and Pfizer.

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Freelance Line-Producer (1996-2004)

TV commercials, short films, and still photo shoots.

- Partnered with production companies, directors, photographers, advertising agencies, clients and union and non-union crews to build consensus and bring projects in on time and on budget. Budget range: \$10K to \$1.5M.
- DGA 2nd Assistant Director (Directors Guild of America) under the TV Commercial Agreement.
- **Clients included:** General Electric, Coca-Cola, Anheuser-Busch, Crest, AT&T, and The Visiting Nurse Service of New York.
- **Production Companies included:** Mougin Henry Films, @radical.media, Cohn+Company, Maysles Films, Celsius Films, Big Idea Productions, Supply and Demand, The Joneses, Falkland Road, and direct-to-client with Major League Baseball.

Freelance Production Manager

Supervised film production for TV commercials. Average budget \$500-800K.

- **Clients included:** Gillette, Macy's, UPS, Clorox, Tide, MTA, Jovan, Sunoco, American Express, US Army and Jell-o.
- **Production Companies:** Mougin Henry Films, Sandbank, Kamen & Partners, Michael Schrom & Co., Chelsea Pictures, Pytka Productions, Lovinger Cohn & Associates, Crossroads Films, Epoch Films and RSA/USA Films.

Notable Achievements

Executive Producer, J. Walter Thompson/Human Rights Watch "Burma" Grand Central Station, New York City, NY, 2010

- Event was recognized by the advertising industry, winning 4 Cannes Gold Lions, 1 Cannes Bronze Lion and 12 other industry awards including the distinguished D&AD Black Pencil.

Director of Integrated Production Management/J. Walter Thompson/Diamond Trading Company's "Unbreakable Kiss"

- Madison Square Park, New York City, NY, 2008
- Supervised first-ever fully integrated event production team at J. Walter Thompson/NY.
- Event raised \$50K for the Elton John Aids Foundation. Generated \$4.6M in free publicity for the client.
- Winner of 2 Cannes Bronze Lions.

Theater Experience and Events

- **Event Coordinator:**
Tall Ships America Challenge, Greenport, New York, 2015.
Winner, Tall Ships Awards: Port of the Year, Operations & Logistics, and Economic Impact Award.
- **Actors' Equity Association Stage Manager:**
Broadway tour (3 cities) of "Doubles" starring Gabe Kaplan (Welcome Back Kotter) and Robert Reed (The Brady Bunch).
- **Stage Manager, Director and Actress:**
Off-Broadway and New York City avant-garde theaters. Regional theaters in Boston and western Massachusetts.

Education

- Mount Holyoke College, BA, Theater Arts, cum laude