

# **Lisa Ermatinger**

16403 NW Mason Hill Road · North Plains, OR 97133

Phone 310.975.9765

[lisa@sirencreative.com](mailto:lisa@sirencreative.com)

---

## **SUMMARY**

Proficient in creating and driving the development, production and distribution of high level, corporate brand marketing campaigns and television programming. Develop strategies and content that enhances the overall “spirit” of the brand and its message, maximizing consumer awareness and sales. Accomplished in leading production teams to complete projects on time, within budget and with extraordinary, creative execution. Skillful in integrating “across the board” business objectives into one clear message. For a sample of work, please visit [www.sirencreative.com](http://www.sirencreative.com)

## **PROFESSIONAL EXPERIENCE**

### **SIREN CREATIVE, INC. – *Executive Producer (2006-present)***

- Serve as head of production and marketing director for Siren Creative, a creative production company specializing in the development and production of television programming and corporate brand marketing campaigns. Clients: CBS, ABC Family, Discovery HD, Style Network, Versus, NFL Network, Direct TV, Red Bull USA, Fuel, Spike TV, and ESPN.
- Contracted as Director of Promotions for NBC Universal’s international department overseeing all promo scheduling and production for 7 international channels including ad sales projects and launch initiatives.

### **DISCOVERY COMMUNICATIONS – *Director, Advertising & Promotions (2005 & 2006 seasons)***

- Led Discovery Channel’s marketing team through production of network’s brand campaigns, programming promotions and integrated marketing opportunities. Developed a more efficient production process within the marketing group by clearly defining the roles of producers, marketing managers and the Creative Resources group allowing them to work together in a more collaborative environment. Served as Creative Director on several Discovery Channel campaigns.
- Hired A-Level directors and production companies to work with DCI’s internal creative teams that dramatically improved our brand image resulting in increased ratings. After years of declining ratings, the 2005 Shark Week event became the 4<sup>th</sup> highest rated SW overall after a successful campaign directed by John Landis and A Band Apart Films. Anonymous Content, Thomas Cobb Group, @Radical Media and Digital Kitchen were all brought aboard to creatively collaborate with our internal team contributing to a successful television season.
- Improved overall marketing production across DCI’s 14 networks by overhauling legal contracts, designing new budgeting processes and signing new 3 year-all inclusive, worldwide deals with Extreme, APM and other music licensing companies.

### **NATIONAL FOOTBALL LEAGUE – *Sr. Producer, Brand Marketing and Programming (2000-2005)***

- Developed and produced network programming and advertising campaigns for the League, NFL Network, and broadcast partners: ABC, CBS, FOX, ESPN and DirecTV.
- Oversaw television, print and radio projects from concept through broadcast. Produced programming and promotions that were integrated into the overall League communication objective and various media applications such as the NFL Network, NFL.com, live events and in-stadium promotions. Strategized with League marketing team and corporate partners (Disney, Pepsi, Visa, Reebok, FedEx) to create integrated promotions that elevated consumer awareness of our relationship and brands simultaneously.
- Developed and communicated the NFL brand with a mission to drive network ratings, increase viewer awareness of the sport and to promote NFL programming and consumer products. Ratings for 2000-2005 regular and post-seasons increased globally. Super Bowl games XXXV – XL became the most watched television programming in history, leading to more lucrative broadcast negotiations.
- Initiated strategies and content that utilized our archive film footage, production staff and NFL Film’s new, state of the art television and film production studio.

---

*(Continued)***ADIDAS AMERICA – Director of Production, Marketing (1997-2000)**

- Created an internal, creative production department within adidas America's marketing division.
- Directed and produced short documentary films, as well as regional and national advertising commercials for broadcast television, radio and print media. Enhanced the image of adidas America into an exciting and authentic performance brand. Showcased icon athletes as dedicated performers who shared our company's values and Mission Vision. This in turn drove overall U.S. apparel and footwear sales upward 16%.
- Worked directly with NBA, NFL, MLB and FIFA marketing teams in producing advertising and promotional projects that created awareness of their sport and athletes. In 1999, our Women's World Cup campaign generated the highest rating (13.3) for any women's sport on broadcast television with over 40 million viewers tuning into ABC. In turn, adidas' retail sales for women's apparel and footwear increased 36%.
- Integrated the specific goals of each department (i.e. Public Relations, Brand, Olympics, Basketball, Marketing, etc.) and each subsidiary company (adidas, Solomon, Taylor Made Golf and Bon Fire) into visual content that complimented the overall adidas brand both domestically and internationally.
- Collaborated with storyboard artists, created budgets and schedules, hired all crews, editing and post production houses, as well as, drive the final project through the corporate approval process.
- Managed large production and media budgets. Negotiated both regional and national media buys for print and television.
- Balanced a strong creative desire and vision with the company's marketing objectives and goals.

**NIKE – Global Broadcast Production Coordinator, Advertising**

- Responsible for coordinating and facilitating the production process from creative presentation to final spot approval for Nike's advertising department.
- Drove the Nike brand message to a global level in order to raise corporate sales dramatically and challenge our competition directly. An aggressive global soccer initiative brought consumer awareness to our products and athletes that allowed Nike to dominate the soccer market within two years making it the number one athletic footwear and apparel company in the world.
- Strategized with members of core footwear, apparel and equipment group in creating an overall global brand message. Designed and executed a plan to recruit U.S. talent and production companies over to our global campaigns, improving the production value and "look" of our advertising dramatically.
- Worked with global advertising agencies and production companies on pre-bid process, including director selection through post-production to ensure effectiveness, accuracy and impact on brand message.

**20<sup>th</sup> CENTURY FOX / DON BLUTH ENTERTAINMENT – Marketing and Publicity Manager**

- Contributed to the creation and design of all marketing and publicity materials for worldwide media distribution.
- Worked to secure both promotional and distribution partners, as well as, product vendors for licensed products.
- Coordinated film festivals, trade shows and promotional screenings.

---

(Continued)

**PENTAMERICA PICTURES – *Corporate Production Coordinator***

- Worked under both the VP of Production and the VP of Post Production on three films in production simultaneously and several projects in development.
- Managed all production schedules, talent contracts, crew hiring, budgets and publicity.
- Coordinated all post-production sessions from scoring to sound design to effects.
- Conducted test screenings and market research activities. Also worked to secure distribution partners.

**METRO GOLDWYN MAYER – *Post Production Coordinator***

- Coordinated all post production activity including editing, musical scoring, ADR, looping, sound design, special effects, sound mix, screenings and audience test screenings.

**20TH CENTURY FOX – *Assistant Production Accountant***

- Assisted in the management of all talent contracts, crew payroll and accounts payable.

**A&E / NBC NETWORKS – *Talent Coordinator***

- Booked and scheduled talent. Negotiated and supervised all SAG union contracts. Created and scheduled all publicity events.

**NBC UNIVERSAL – *Media and Public Relations Assistant (NBC Page Program)***

- Represented the network to the general public, talent and production companies.
- Worked successfully with the majority of departments within the network concerning media events, public relations and marketing promotions.
- Production Assistant for the “Tonight Show”, “Golden Girls”, “Wheel of Fortune”, Bob Hope Specials and the Summer Olympics.

**EDUCATION****PEPPERDINE UNIVERSITY**

Bachelor of Arts - Broadcast Communications  
Minor - Business Administration & Economics

St. Mary of the Valley High School - Beaverton, OR