

JEANNETTE HEINDEL

(512) 417-7545

Motivated, intuitive, creative producer with innate ability to assess needs and introduce applicable solutions within varied environments. Notable highlights include: research/development of strategic plans, adept at forming relationships, consistent follow-through, and an excellent communicator.

EXPERIENCE

Brainfield Productions—Independent Contractor

(1997 – present)

Senior Content Producer

AdPeople, Y&R NY, Razorfish, McGarrah Jessee

- Develop compelling content for film, television and websites, generating improved market visibility for numerous filmmakers, clients and companies.
- Connect with over 250 recording agents and managers to gain access to 100+ A-list musicians, driving *The Sound of Austin* coffee table book to market in six months.
- Create systems to save money and preserve resources, increasing workflow and connections by 2x for agencies with clients like Samsung, Whataburger, BlackBerry, Central Market, Hyatt and Shiner.

Connector

Stolen Moments, Iron Harbor, TKC, Rabbit Man Films

- Process and prioritize large amounts of data to hone in on key connections/facts to get to a one-on-one conversation. Save considerable time and money by cutting through red tape.
- Solicit new business through extensive network; match companies strategically with appropriate agencies, broker deals and negotiate contracts with clients and vendors. Consistently increase employer client and vendor base by a minimum 3x average per month.
- Develop and communicate key job descriptions; interview and recommend candidates to small business owners, production companies, agencies and clients.
- Parlay festival awards and screening events for feature documentary films into commercial opportunities. Connect key parties to facilitate meetings for television and film pitches in Sydney, Los Angeles and New York.
- Solicit donors, foster relationships and engage participants in first annual events to fund Boulder Museum of Contemporary Art museum in Boulder, Colorado.

Interviewer/Writer/Editor

SalesFish, Action Figure, The Promotion Network, *Texas Monthly*

- Research story lines, pre-interview subjects and collaborate with executive producers to ensure airing of the most compelling story for each segment of *DOWNTOWN*.
- Craft branding for EPK, DVD and print and promote screenings during international festival run of award-winning feature-length documentary *DIRT*.
- Act as primary editor for accounts such as Gatorade, ESPN and Kraft, participating in agency brainstorming sessions to create and maintain style guides for all accounts.
- Travel around Texas, presenting story ideas to editors and fact-checking articles to ensure accuracy and consistency throughout *Texas Monthly* magazine.

Coordinator

Detour Filmproduction, Electric Kinney Films, Roadside Cinema

- Arrange crew and production travel, manage transporters and coordinate logistics across the United States for *Shipping Wars*, a documentary television series airing on A&E.
- Supervise and execute complex scheduling to deliver time-sensitive projects, handling Texas shoots for the Davis Guggenheim and Leslie Chilcott documentaries *Waiting for Superman* and *It Might Get Loud*.
- Create, budget and execute a sponsorship plan for *The Fearless Freaks* featuring *The Flaming Lips* documentary film's SXSW premiere, nationwide screenings and subsequent DVD release.

EDUCATION

B.A. in English Writing and Rhetoric, St. Edward's University, Magna Cum Laude

(1997)