

RICK SEGAL

rick-segal.com

CURRENT

Senior Integrated Producer - TBWA\Chiat\Day

Sept 2019 – Present

- Collaborative problem-solver, producing an extensive portfolio of work that ranges from celebrated high-volume global campaigns with best-in-class directors and production partners to small, quick turnaround one-offs
- Responsible for establishing and maintaining complex budgets and timelines; collaborating with creative teams; searching, bidding, and awarding production partners; working with cost-consultants; fostering strong vendor relationships; negotiating SAG, real-people, and celebrity talent compensation
- Support head of department by mentoring and managing associate and mid-level producers and by researching new production partners, exploring potential executional approaches, and creating top-level ballpark and timelines for concepts still in early creative development
- Clients include Nissan, Dial Soap, Got2B Haircare, Travelers Insurance, and Mountain Dew (including their 2021 Super Bowl campaign)

EXPERIENCE

Senior Integrated Producer: McCann Erickson

June 2014 – Sept 2019

Integrated Producer (June 2014 – April 2017)

- Worked as the liaison between third-party vendors, clients, cost-consultants, and internal stakeholders to align on goals, manage feedback, and maintain complex budgets and schedules; ensured on-time and accurate delivery of high-volume campaign assets spanning broadcast, digital, social, radio, out-of-home, print, and cinema platforms
- Experienced in both single-handedly leading complex global productions and managing multiple producers across many projects; provided clear communication and coordination with both clients and agency department leads, executing high-quality deliverables against often difficult production realities
- Clients included Microsoft's global brands and partners such as Surface, Office 365, HP, Lenovo, Windows, Dell, Microsoft Cloud, Skype, and Xbox

Senior Creative Project Manager: Tag Worldwide / Smoke & Mirrors

Feb 2013 – June 2014

- Oversaw creative development, production, delivery, and asset management for broadcast/online videos, digital billboards, print publications, mobile applications, consumer websites, and digital banners
- Clients included Smirnoff, Google, Intel, Land Rover, Guinness, Sony, Reebok, Tanqueray, H&M, Uniqlo, Hilton, and Coca-Cola

Lead Graphic Designer: 2U Online Education

Sept 2012 – Oct 2017

- Supervised a twenty-five-person design team and established an all-new conceptual and stylistic direction for multimedia learning tools and presentation materials

EDUCATION

Clark University, Worcester, MA

2008 – 2012

B.A. Double Major: Communication & Culture and Studio Art | Minor: Innovation & Entrepreneurship
High Honors | summa cum laude