

LAURALE WUNSCH

S R . C R E A T I V E C O N T E N T P R O D U C E R

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CAREER SUMMARY

Passion for bringing talented humans together, devising a plan, and scaling creative work to its highest potential. I match the team's vision + the vendors + the money + the timeline, and manage inevitable surprises along the way. Strong production and post background. Heaps of fun advertising experience, including superbowl spots, with top-tier global talent, directors, artists. Direct-to-client expertise with quick-turn C-suite stories, social campaigns, and keynote openers too.

WORK EXPERIENCE

Broadcast / Content Producer

Freelance | 2001 – present

- Agencies & Direct: McCann/Erickson, Mekanism, Google Cloud, Google Brand Studio, HEAT Advertising, Meta, Riney, Salesforce, ServiceNow, Amanda Micheli, EVB, Division of Labor, Buder/Engel, Group – Barcelona, GS&H, TBWA\Chiat\Day.

Senior Content Producer

OKTA | Staff | 2022 – 2024

- Managed global, C-Level customer stories, product marketing videos, keynote openers and live events segments. Organized archival structure and honed production process educational materials for stakeholders new to production. Clients: Goldman Sachs, Wyndham Hotels & Resorts

Director, Integrated Content

ORGANIC | Staff | 2008 – 2012

- Developed agency production dept. Led production of video, film, and animation, managing freelance producers and artists. Delivered A-list, award-winning directors and post houses to the table. Developed innovative concepts to increase engagement across multiple digital platforms. Clients: Bank of America, Intel, Kimberly-Clark, Visa, The Anti-Meth Project.

Broadcast Producer

Young & Rubicam | Staff | 2007 – 2008

- Led broadcast and digital campaigns from concept through delivery: sourced and triple bid film production vendors, post and sound, managed budgets, schedules, and reviews throughout the creative process. Clients: Dr. Pepper, 7-Up, Palm, NCAA, Blue Shield.
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PERSONAL PROJECT

Founder & CEO

Oxgut Fire Hose Company | 2011 – 2017

"The Brand To Watch" ~ 7x7 magazine.

Named for the first fire hose of Ancient Greece, Oxgut works with fire departments to keep decommissioned fire hose out of landfill and into the hands of local artisans, to craft high-end furniture, rugs and accessories. Oxgut gives back to foundations benefiting burn survivors.

- Successfully launched a startup from idea to full-scale operation, driving growth and profitability.
 - Led team in developing innovative products, resulting in industry recognition and customer satisfaction.
 - Established key partnerships and strategic alliances to expand business reach and drive sales.
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LEADERSHIP SKILLS

- Passionate commitment to excellence in creative, from concept through execution.
- Budget – conscientious. Pragmatic.
- Problem – solver, with insightful understanding of production and post processes.
- Experienced planner: anticipates blockers, mitigates delays / overages.
- Resourceful, respected in trusted industry networks.
- Clear, calm communicator.
- Connector – fosters cohesive vision throughout project development.
- Wrangles answers swiftly, keeps work flowing.
- Hands-on, industry-savvy support for the team, creative vendors, stakeholders.
- Media-agnostic, committed to cross-channel optimization.

EDUCATION

Magna cum laude, with a BA in Communication Arts

University of Wisconsin – Madison

LANGUAGES

Spanish

INTERESTS & HOBBIES

- Assisting local artists and friends who build large-scale works for urban and desert settings
- Photography exhibits and Documentary Films
- Learning to cook. Always learning.
- Volunteering with Habitat for Humanity
- Volunteering with animal welfare programs such as The Milo Foundation and IFAW.
- Seeing this incredible world of ours and doing my best to help take care of it