

LAURALE WUNSCH

SR. CREATIVE CONTENT PRODUCER

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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 | intermittent 2001 – present

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

Senior Content Producer

OKTA | Staff | 2022 – 2024

- Managed global, C-Suite customer stories, product marketing videos, social campaigns, keynote openers and live events segments. Developed dept. structure and honed production process educational materials for stakeholders. Clients: Goldman Sachs, Wyndham Hotels & Resorts

Senior Broadcast Producer

Salesforce | Contract | 2020 – 2022

- After years producing customer films and demo-s for Dreamforce, joined the SF Brand Team to lead production of the company's first broadcast spots. Introduced AICP industry standards, business affairs and protocol to leadership, successfully bid A-list vendors for three conceptual / stunt-driven live action campaigns, plus a fourth which *became* SF's first superbowl spot, featuring Matthew McConaughey.

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 reclamation + design startup, from concept to full-scale operation
 - Led team in developing innovative products, resulting in new and unique recognition and accolades
 - Established key partnerships and strategic alliances to expand business reach and drive awareness
 - Oxgut.com still in operation today under new ownership
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LEADERSHIP SKILLS

- Passionate commitment to excellence in creative, from concept through execution.
 - Extensive producer experience across a diverse range of video and film project types.
 - Experienced in large, fast-paced environments as well as small agencies wearing multiple hats.
 - Pragmatic, Budget-conscious, super organized.
 - Experienced planner: anticipates blockers, mitigates delays and overages.
 - Clear, calm communicator, from the internal team to external partners to executive stakeholders.
 - Deep understanding of production and post processes.
 - Respected across trusted industry networks.
 - Connector – fosters cohesive vision and timely progress throughout project development.
 - Media-agnostic, committed to cross-channel optimization.
 - A fan of fun, amidst the hard work.
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EDUCATION

Magna cum laude, with a BA in Communication Arts

University of Wisconsin – Madison

Continued Education: Project Management Systems, Generative AI for Advertising

LANGUAGES

Spanish, Light German

INTERESTS & HOBBIES

- Fun with Purpose – travel + filming for elephant welfare programs, such as [IFAW](#) and [Sheldrick](#)
- Volunteering with Habitat for Humanity, Alameda Co. Food Bank
- Assisting Bay Area artists in building large-scale, interactive art
- Paddling SUP, hiking, being in nature