

Molly Flynn Scoggin

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PROFILE

Highly experienced, innovative Content Producer within advertising/marketing industry. Produce content for television, radio and new media with full accountability for projects from conception through final execution. Recognized for ability to find economies within budgets, enhance profitability, while optimizing a quality product. Continuously challenge current methodologies and motivate others to seek and embrace “out of the box” creative expression. Forges solid business relationships and communicates effectively across all organizational levels.

- Leadership**
- Exceptional capacity to create and maintain effective relationships within a diverse group.
 - Accomplished in leading production teams into creative development and technical implementation of content, while able to mentor young teams within the process and execution of production.
 - Able to assess constantly evolving process, establish priorities and develop strategies for effective decision making and team involvement.
 - Develops alliances with internal and external partners.
 - Proven leader with a unique ability to understand business strategies, listen to the needs of agency departments, set priorities, and enlist the involvement of high-end vendors.
- Creative Thinking**
- Continuously challenging current methodologies and motivating others to seek and embrace fundamental changes that enhance organizational performance.
 - Effective in troubled and quick turnaround situations.
 - Forward thinking and innovative, recognized for finding unique solutions to complex problems.
- Financial Management**
- Proven track record for developing resourceful ways to save clients money without sacrificing creative quality, vision, and marketing goals.
 - Successful history of working internationally as well as domestically.
 - Sharp financial mind with experience in negotiating budgets from production through postproduction.
 - Extensive expertise in negotiating vendor contracts and managing vendor performance to meet business needs.

PROFESSIONAL EXPERIENCE

FREELANCE CONTENT PRODUCER, Chicago, IL

2009 - PRESENT

Accomplished Senior Producer with extensive experience in all facets of advertising production: TV, Film, Digital, Radio. Highly effective as motivational creative team leader, guiding teams through entire production process. Skilled in finding economies in production to stretch client's advertising dollars. Excellent leadership, problem solving and relationship building skills. Able to balance complex situations with many levels of management and diverse personalities. Experienced at collaborating with Cost Consultants on budgets. Proficient at multi-tasking. Knowledge of changing technical approaches and trends. Extensive experience in negotiations from celebrity talent, production contracts, budgets and vendor costs. Domestic and International experience includes producing TV commercials in South Africa, the Czech Republic, Argentina and Canada. **Freelance for various agencies including: BoomAgers, Fathom Communications, Energy BBDO, Digitas, HY Connect, mcgarrybowen, Cramer Krasselt, VSA Partners, Sarofsky Corp., Scott & Victor LLC.**

FOOTE CONE & BELDING, Chicago, IL**2000 - 2009****Senior Producer**

Led projects from start to finish: identifying and engaging vendors, estimating job costs and delivering at or below estimated budgets, managed TV shoots, supervised post production and delivery of final content. Functions included ensuring clear communication within team, the production process is visible (numerous approval phases) well-managed timelines, and budget expectations align with targets. Worked independently to solve issues and kept multiple projects moving forward efficiently and simultaneously. Well organized with impeccable attention to detail. Flexible and able to manage change quickly as client needs evolved and delivered results under pressure.

Produced content for: AAA, Applebee's, Coors Brewing Company, Kraft Foods (DiGiorno, Tombstone Pizza, Easy Mac, Cheese/Dairy, Jell-O, South Beach Diet Foods), Off The Street Club, The Quaker Oats Company (Cap'n Crunch), SC Johnson & Son (Pledge, Glade, Nature's Source, Scrubbing Bubbles).

SEARS ROEBUCK & COMPANY, Hoffman Estates, IL**1999 - 2000****Producer**

Responsible for execution of national broadcast production initiatives. Teamed with brand managers to ensure creative execution delivered on marketing strategies. Evaluated advertising agency cost effectiveness while managing internal budget expectations. Facilitated client product for TV shoots, which consisted of interfacing with high-level store management. On site liaison for brand managers during productions to ensure image and content delivery was consistent with marketing goals.

Produced commercials for: Apparel, Automotive, Bed & Bath, Fitness, Hardware/Paint, Home Fashions, Home Appliances & Electronics, Jewelry, Lawn & Garden, Tool Storage.

HAL RINEY & PARTNERS, Chicago, IL**1995 - 1999****Producer**

Effectively managed all aspects of commercial production. Managed project scope from production scheduling, creating budgets, selecting and hiring suppliers while maintaining direct contact with internal departments and clients. Developed ability to creatively problem solve with the ability to manage tight timelines.

Produced commercials for: Bally Total Fitness, Budget Rent-a-Car, Gardenburger, John Deere Co., John Nuveen & Co., Kinko's, Museum of Contemporary Art, Progressive Insurance, Serta, Subway, Ulta 3, Williams Entertainment.

T. ENGEL PRODUCTIONS, Chicago, IL**1994 - 1995****Production Coordinator**

Independent production company that produces commercials, along with interactive training and corporate videos. Responsible for running and managing daily operations of production company for independent director/owner. Managed pre- and post-coordination along with all accounting functions: accounts receivable and payable, SAG and AFTRA pension and welfare remittance. Assisted in securing technical crew, equipment, talent, vendors and support personnel. Coordinated scheduling of post production, duplication and distribution. Independently ran daily operations of office.

KRULL & ASSOCIATES, Chicago, IL**1993 - 1994****Assistant Graphic Designer**

Small studio that specializes in graphic design and commercial photography for clients such as Radio Flyer and Elkey Companies.

EDUCATION

B.A., Communications, Major: Advertising, 1991, Michigan State University, East Lansing, MI

INDUSTRY AWARDS

Effie Award: Kraft Foods • **Hugo Award:** SC Johnson • **Mobius Award:** Serta

INDEPENDENT PROJECTS

IDEA MEN, 1998

Produced Independent 20-minute short film
Cast included Steve Carell (The Office)
& Jack McBrayer (30 Rock)

SECOND CITY CONSERVATORY

1996 Graduate, Chicago, IL