

# JOE CALABRESE

DIRECTOR OF PRODUCTION

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## RELEVANT EXPERIENCE

### **Freelance Executive Producer, Martin Agency, Dentsu/360i, Special Group LA**

*December 2021 - present*

Produced fully integrated campaigns for Car Max, Subway & Uber Eats

### **Director of Production, DEUTSCH, NY**

*March 2011 - December 2021*

Managed over \$22M in global production dollars across our client roster: AB in BEV, Reebok, PNC Bank, Galderma, Johnson & Johnson, Outback, et al

Directed an integrated production team of 41 producers, designers, directors, editors, animators, re-touchers, vfx artists, photographers across all production disciplines (digital, video, experiential, and photography)

Built a multi-disciplinary internal production studio (Steelhead) from scratch into an award-winning, highly profitable, best in class creative solution, specializing in video production (filming), post production (editing, vfx, color, sound recording & mixing) & tech (AI, machine learning, site & APP development)

Created new process for deeper, more meaningful collaboration across departments, discovered unconventional partners, up-and-coming talent, platform specific technology, and better workflow systems

An optimistic, creative collaborator, holding a seat on the agency Leadership team carrying out our agency mission; and managing finances, staffing, and resources across the agency

Member of Diversity and Inclusion team

## **Director of Brand Production, JWT NY**

*January 2008 - February 2011*

Managed over \$27M in client production dollars

Managed an integrated production team of 35 producers on Macys, Diageo (Smirnoff, Jose Cuervo, Crown Royal), Rolex, Cadbury (Trident, Stride, Sour Patch Kids), Royal Caribbean Executive Producer, BBH NY

*September 2006- January 2008*

Responsible for the AXE Body Spray and Miller Lite accounts

Produced television spots, online content, photography

## **Senior Producer, TBWA/CHIAT DAY SF**

*September 2004 - September 2006*

Responsible for the FOX Sports and Adidas accounts

Produced television spots, online videos, episodic network television

## **Other Production Experience - CHIAT/DAY NY, DOREMUS, D'ARCY**

Over 20 years experience in agency producing, project management, editing, business affairs, traffic, line producing

## **EDUCATION**

**Hofstra University, BBA Marketing/Psychology ACCOLADES**

## **ACCOLADES**

14 Cannes Lions, 9 AICP awards, 6 Clios, 5 One Show Pencils, 3 D&AD awards, 3 Shortys, 2 Webbys

## **OTHER ENDEAVORS**

**Partner/Executive Producer, COBRA BLOOD FILMS, LLC**

'Better Half' the Movie

13 festival acceptances

4 festival wins

In development for the series

'90' the series

"Perfect" the movie

**Owner/Partner, CAL PROPERTIES, LLC**

Community conscious builder specializing in Brooklyn brownstone residential condominium design & development

## **REFERENCES**

Available upon request, or just poke around. I stand by my reputation :)