

J A M E S A L V I C H

experience

founding partner/executive producer

[**MAS**, NEW YORK, NY] 2011-PRESENT

- Partnered with Downtown Music to found MAS in 2011; responsible for the successful trajectory of the business, which has turned significant profits exceeding all start up projections.
- Lead creative teams to ensure that MAS delivers a full range of services for brands and advertising agencies including original composition, music supervision, licensing, talent procurement, social initiatives, and commercial production.
- Oversee new business development, strategic planning, music and TV production, new hires, internal web development, MAS social media strategy/platforms, and budget projections, all in an effort to drive business and grow the MAS brand.
- Manage teams of producers and composers as it relates to original composition for ad agencies and brands; develop creative briefs and ensure that the deliverables meet client expectations.
- Continuously develop strong relationships with brands such as Diane von Furstenberg, Kate Spade and Aerie in an effort to collaborate on integrated brand marketing initiatives.
- Work directly with agency creatives and producers to provide original composition and licensing for their client roster; past agencies include BBDO, Ogilvy, Grey, Saatchi & Saatchi, Anomaly, and Euro RSCG.

senior content producer

[**BBDO**, New York, NY] 2007-2011

- Produced commercials for television, online and digital media for some of the agency's largest accounts including AT&T, Orbitz and Gillette.
- Oversaw all phases of production for commercials both domestically and internationally, incorporating live action dialogue, comedy, visual storytelling, visual effects, motion capture, animation and motion control.
- Familiar with all aspects of managing talent including union, non-union, celebrity, child, real people testimonials, and international buyouts.
- Managed multiple jobs simultaneously under tight deadlines on various accounts with budgets ranging from \$80K to \$1 million+.
- Maintained strong relationships with production, editorial, VFX and music companies to remain informed of emerging talent in the industry.

broadcast producer

[**DRAFTFCB**, New York, NY] 2003-2007

- Produced television and radio commercials, new business demos, internal videos, and animatics for clients including Verizon; past clients included American Express, Compaq, and Bank of America.
- Spearheaded departmental summer internship program; taught Broadcast 101 course to new hires and interns.

broadcast producer

[**The Sloan Group**, New York, NY] 2005-2007

- Worked as sole producer within the agency, managing the Monmouth and Meadowlands Racetracks and CareFirst BlueCross Blue Shield accounts; past clients included Transitcheck, TIAA CREF and HudsonUnited Bank.
- Directed and produced pre-roll ads for CareFirst.

assistant broadcast producer

[**Draft**, New York, NY] 2000-2006

advertising assistant

[**Brant Publications**, New York, NY] 1999

accomplishments

- Cannes Lion Shortlist 2011 for Orbitz "Hotel" :30
- Produced pro bono charity videos for Catalog for Giving with Washington Square films.
- Received Howie Award, Draft's recognition of excellence, awarded to five distinguished employees per year.

education

- [**School of Visual Arts**, New York, NY] 2001
Film Studies
- [**Pace University**, Pleasantville, NY] 2000
Bachelor of Business Administration in Marketing;
Concentration in Advertising and Promotion