

WALT MITZE

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Dynamic, multilingual Broadcast Producer with proven success in broad spectrum of commercial and media production. Partnered with agencies and clients as both award-winning team player and as one-person production department. Skilled in AICP bidding and analytics. Initiated concepts as a copywriter; proficient in shooting and editing video.

PRODUCTION

Lyons Trail Communications – New York 2003 to present

Plan, coordinate, and execute TV, radio, and multimedia projects for clients including Kraft, Sears, Oreck, Cavit, and Burlington Stores. Shoot and edit video documentary, training, and sales films.

The Tucker Partnership/Agency212 - New York

Managed all aspects of agency production. Negotiated celebrity talent, supervised all shoots, directed all post production for Quaker State and General Electric. Worked extensively with Denis Leary and Leah Remini, plus Cal Ripken, Billy F. Gibbons, Tom Berenger, Jeff Gordon, and Jimmie Johnson.

Derek Vanlint and Associates – Toronto

Executive Producer responsible for budgeting, managing commercial production, and handling sales and promotion for seven commercial directors.

Saatchi & Saatchi Advertising – New York

Produced bilingual commercials for eleven Procter & Gamble brands, organizing and coordinating all aspects of production between New York, Toronto, and Montreal.

CREATIVE

Saatchi & Saatchi Advertising – New York, NY

Wrote award-winning advertising copy for P&G Ivory Soap, Johnson & Johnson brands. Extensive recruitment of non-professional talent.

EDUCATION

State University of New York at Albany

Graduated cum laude with BS in Business Administration, with a core in Marketing. Languages: Spanish, German, and French.

WEBSITE

www.waltmitze.com