

# SOSIA ALLYNE BERT

---

to view work and awards please visit [sosiabert.com](http://sosiabert.com)

[sosiab@gmail.com](mailto:sosiab@gmail.com)

## EXPERIENCE

### GOODBY, SILVERSTEIN & PARTNERS

SEPTEMBER 2007- PRESENT

**Sr. Interactive Producer** March 2008 – present

**Interactive Producer** September 2007 – February 2008

Responsibilities – Research and produce high-visibility interactive projects from websites to banner ads including production of still photo shoots, 3D animation, 3D scans of cars, sound design, and interactive development.

Clients – Hyundai, GE, Propel, Sprint, HP, NBA

Notes –

- Sole interactive producer of HyundaiGenesis.com, a large, content-heavy site comprising 3D animation, live-action timelapse photography, Papervision, and more. Managed a total of thirteen external production partners for this project.
- Lead producer of PlugIntoTheSmartGrid.com, a 3D animation-based site for GE including a section with the first high-profile use of Flash-based augmented reality.
- Took initiative to create internal blog at agency for digital inspiration and innovation, to serve as a resource for the creative, strategy, and production departments.
- Introduced production process benefiting accounts with regular internal status meetings and protocol, as well as production documents outlining scope and schedules. Also introduced a knowledge-sharing document for Hyundai producers.

### CRISPIN PORTER + BOGUSKY

MAY 2006 – AUGUST 2007

**Integrated Producer** February 2007 – August 2007

**Jr. Integrated Producer** May 2006 - January 2007

Responsibilities - Produced integrated and interactive projects from banner ads to websites using internal and external production partners, including live-action shoots, sound design, visual effects, animation, and interactive development from client-side interfaces to backend databases and content management systems. Also mentored junior producers.

Clients - Coke Zero, Sprite, Slim Jim, Volkswagen, Burger King, Ask.com, Nike

Notes –

- Lead producer on Slim Jim's Snapalope.com with a team of 3 producers.
- Line-produced 2 day shoot for Coke Zero "Ruin This Man's Day" with challenging \$40,000 budget, hiring and managing all crew as well as leading internal creative, editing, directing, and development teams. Prepped shoot in 7 days.
- Researched and scoped projects involving re-appropriation of existing software and developing software from scratch.
- Created an internal producer's forum for knowledge sharing.

### PUBLICIS & HAL RINEY

DEC 2002 - MAY 2006

**Broadcast Assistant (acting Jr. Producer)** Sept 2004 – May 2006

Responsibilities - Produced tv spots, radio spots, animatics, and interactive projects and assisted producers and business affairs managers.

Clients – Sprint, Hewlett-Packard, 24 Hour Fitness, SF Opera, Beringer Wines, Wellpoint Insurance, Peter Kim Jewelry

Notes –

**INTERACTIVE: PRODUCER**

- Working closely with a new interactive Creative Director, and without an existing interactive department, produced the first online ads created at the agency in 5 years, which subsequently won a silver Addy. Also assisted in the creation of an interactive team and process.
- Produced a Flash site, banners, holiday game and pitch prototypes using external developers.

**BROADCAST: PRODUCER and ASST PRODUCER**

- 11 x :10 TV Sprint spots with a budget of \$330,000. HARVEST
- 7 HP TV spots: THE EBELING GROUP and HSI
- 22 radio spots and versioning, 16 animatics, and offer versioning for TV spots.

**Broadcast Traffic Assistant** Jun 2003 - Sept 2004

**Creative and Broadcast Receptionist** Dec 2002 - Jun 2003

## ADDITIONAL EXPERIENCE

### "24 HOURS ON CRAIGSLIST" / ZEALOT PICTURES

FALL 2003

#### **Production Assistant and Researcher**

- Assisted on award-winning documentary film. [www.24hoursoncraigslist.com](http://www.24hoursoncraigslist.com)

### "VISIONING TIBET" / THE TIBET VISION PROJECT

SPRING 1999

"Vividly documents a miraculous project in Tibet...a tremendously worthwhile film..." -- The Dalai Lama

#### **Videographer/Camera Person and Medical Assistant**

- Solely shot a medical mission to Tibet and Nepal on mini DV camera. Footage used in the documentary film "Visioning Tibet." [www.visioningtibet.com](http://www.visioningtibet.com) & [www.tibetvisionproject.org](http://www.tibetvisionproject.org)

## EDUCATION

### UNIVERSITY OF CALIFORNIA, LOS ANGELES

#### **B.A. Mass Communications 2001**

Alumni Scholar Award 1997

## SKILLS

HTML, CSS, understanding of XML and Flash, Quicktime Pro, iMovie, SnapzPro, Excel, Powerpoint, Filemaker Pro, OmniOutliner, working knowledge of Final Cut Pro, Photoshop.

REFERENCES AVAILABLE UPON REQUEST