

SOSIA ALLYNE BERT

to view work and awards please visit sosiabert.com

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EXPERIENCE

GOODBY, SILVERSTEIN & PARTNERS

SEPTEMBER 2007- PRESENT

Sr. Interactive Producer March 2008 – Present

Interactive Producer September 2007 – February 2008

Responsibilities – Oversee 5 mid-level and junior producers. Research and produce high-visibility interactive projects including websites, social projects, events, and banner ads with production of live action and photo shoots, 3D animation, and front and backend development using external developers. Collaborate with producers from other departments for large integrated projects.

Clients – Chevrolet, got milk?, Doritos, TD Ameritrade, NBA, Sierra Mist, Hyundai, GE, Propel, HP

- Employee of the Month, November 2010
- Manager of 5 mid-level and junior producers on their Chevy brand, social, and email projects, providing guidance, reviews, feedback, and training.
- Creator and editor of Digital Inspiration blog, bi-weekly emails, and @gspdigital Twitter feed and Facebook page at the agency, to serve as an inspiration and innovation resource for the creative, strategy, and production departments, as well as clients.
- Sole interactive producer on DoritosLateNight.com, a global site created for 26 countries with 5 360-degree international music videos and one interactive music video for Rihanna, all involving large-scale shoots and management of global partner agencies for FritoLay/PepsiCo. Rihanna experience is comprised of 2 full music videos, allowing the user to switch between them at will.
- 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 13 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.
- Introduced full production process benefiting accounts with regular internal status meetings and protocol, as well as formalized production documents, and knowledge-sharing documents for large accounts.

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

- 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 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, HP, 24 Hour Fitness, SF Opera, Beringer Wines, Wellpoint Insurance, Peter Kim Jewelry

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. 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 spots for Sprint with a budget of \$330,000. HARVEST
- 7 TV spots for HP: 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

"VISIONING TIBET" / THE TIBET VISION PROJECT

SPRING 1999

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

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 & www.tibetvisionproject.org

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

B.A. Mass Communications 2001

Alumni Scholar Award 1997

SKILLS

HTML, CSS, Quicktime Pro, OmniGraffle and OmniOutliner, working knowledge of Final Cut Pro, Photoshop, understanding of XML and Flash.

REFERENCES AVAILABLE UPON REQUEST