Courtney Russell

m: 801.319.1954 e: courtney@callmejudy.com

Experience

Brigham Young University: Adjunct Faculty 08/2010 – present

College of Fine Arts and Communications: TMA Department, teaching beginning and advanced production management; executive producer and mentor for student producers and department heads on all capstone film projects; consulting and producer services on department projects; event planning, coordination and execution.

Call Me Judy Productions: Owner, Freelance Producer 12/2006 - present

Freelance Producer providing independent feature film, documentary and television Producer services. Providing Producer services to traditional private clients, independent feature film, television, web commercial and other productions, and mentoring to student producers on short and feature length BYU TMA faculty mentored films. Freelance strategic planning, campaign development and media planning services, promotional strategizing/planning and budget development.

BYU Broadcasting: Brand Manager 09/2014 – 04/2016

Lead Manager position charged with overseeing the brands of BYU Broadcasting, including individual station brands (BYUtv, KBYUtv, KBYUfm/Classical 89, BYU Radio, BYUtv International) as well as all individual product/show brands such as *Studio C, Relative Race, American Ride,* etc. My position was also directly responsible for the management, oversight and strategic direction of the Creative Services, Print and Magazine and On-air Promotions departments of the BYU Broadcasting Marketing Department.

Contributed to the creation of marketing campaigns, initiatives and programs, forecasted and executed department budgets, produced all organizational print, video, motion and graphic elements, oversaw designers as well as copywriters to ensure work was on target and on budget, produced, filmed, and edited promotional spots, selected and supervised outside contractors and contract service providers, produced, coordinated and executed all promotional campaigns, produced and coordinated off-air campaigns and events including donor events, membership events and community events

The Marcom Group: Managing Director 08/2003 – 10/2006

Managing Director for a regional advertising agency. Agency multimedia director/producer, creative director, strategic planning, multimedia project management, media planner and purchaser, copywriting, budgeting, client relations. Managed all aspects of agency functionality, and performed in all positions except programming and original graphic design.

The Vasinda Companies: Marketing Director 04/2001 – 08/2003

Director of Marketing for the company's Home Health Care Agency, Companion Care Agency, four Assisted Living facilities and non-profit corporation. Oversaw all strategic planning, marketing and media. Planned and executed educational and community events, coordinated training lunches for physician and hospital clients and performed evaluations and coordinated intake of new assisted living, home health and companion care clients.

HMA: Project/Account Manager 10/1999 – 04/2001

Project Manager and Account Manager for a regional advertising agency. Producer, project management, media planner, copywriter, client relations, budgeting and billing.

AdMark Advertising and Marketing: Project/Account Manager 06/1997 – 10/1999
Project Manager and Account Manager for a local advertising agency. Radio director/producer. Project management, media planning, some copywriting, client relations, budgeting.

Freelance Marketing Consultant 01/1991 – 06/1997
Marketing Consultant for a variety of business types. Created corporate strategic plans, directed and produced television/radio campaigns, performed project management, media planning and purchasing, layout/art direction, creative direction, copywriting, client relations, budgeting and billing.

McAtee and Associates: Assistant Account Executive 07/1990 – 12/1991
Client relations for a regional/national advertising agency. Assistant to Account Executive, interfaced with regional and national clients, some project management, support for producer in multimedia campaigns, budgeting and billing.

Additional history available upon request.

Education

Brigham Young University, Provo, UT 2009-2010
General Education; Media Arts Studies

Mesa College, San Diego, CA 1987
General Education

Bakersfield College, Bakersfield, CA 1986, 1988-1989
General Education; Psychology

Skills

Planning, creating and presenting collegiate production management curriculum
Managing marketing, creative services, and promotions departments
Managing advertising agencies and vendors
Media planning and purchasing
Leading teams in the creation of marketing and promotions strategies, on-air campaigns, events and other off-air campaigns
Event planning, coordination and execution
Creating and leading market research efforts
Creative direction for execution of collaborative efforts involving design, art, web and copy
Organizational, personal relationship and multi-tasking skills
Management and mentoring of employees and students
Creation and management of budgets and schedules

References

Michelle Budge, Creative Director; BYU Broadcasting 801.361.5320
michelle.budge@mac.com

Jeff Parkin; Teaching Professor; Brigham Young University 801.602.2725
jeff_parkin@byu.edu

Bill Nelson; CEO; FirstLight Independent/Nelson Media Productions 661.979.3667
bill@firstlightindependent.com

Megan Sanders: Consultant; MiscMaven Consulting 415.412.6310
meganlsanders@me.com

Megan Ward: Administrative Assistant; Younique Foundation 801.554.2945
mward@youniquefoundation.org

Filmography

FILM	PRODUCTION COMPANY	ROLE	YEAR	DIRECTOR
Socorro	BYU TMA Department	Executive Producer, Student Mentor	2017	Marshal Davis
I Love My Robot Boyfriend	BYU TMA Department	Executive Producer, Student Mentor	2017	Sariah May
Maggie	BYU TMA Department	Executive Producer, Student Mentor	2017	Lindsay Walch
Brooklyn Too	BYU TMA Department	Executive Producer, Student Mentor	2017	Cameron Babcock
Raisin'	BYU TMA Department	Executive Producer, Student Mentor	2016	Danny Hunt
The Wizard of Bismarck	BYU TMA Department	Executive Producer, Student Mentor	2016	Jarom Cowan
The Surface	BYU TMA Department	Executive Producer, Student Mentor	2015	Willem Kampenhout
Chile Fields	BYU TMA Department	Executive Producer, Student Mentor	2015	Rhonda Gray
On A High Arid Plain	BYU TMA Department	Executive Producer, Student Mentor	2014	Colten Ashley
On The Rocks	BYU TMA Department	Executive Producer, Student Mentor	2014	Sam Featherstone
Shooting Ducks	BYU TMA Department	Executive Producer, Student Mentor	2014	Gregory Barnes
Without A Rope	BYU TMA Department	Executive Producer, Student Mentor	2013	Nick Dixon
Your Cocoon and You	BYU TMA Department	Executive Producer, Student Mentor	2013	Dallin Cerva
Mirror Portrait	BYU TMA Department	Executive Producer, Student Mentor	2012	Derek Dunn
Weeping	BYU TMA Department	Executive Producer, Student Mentor	2012	Jacob Lees Johnson
7.2.95	BYU TMA Department	Executive Producer, Student Mentor	2012	MarSchelle Walker
Bitter Pill	BYU TMA Department	Executive Producer, Student Mentor	2012	Sarah Butler
Redemption: For Robbing The Dead	FirstLight Independent [Int'l Distribution]	Producer, Student Mentor	2011	Tom Russell
Unicorn City	Salt Lake Film Productions/ Deep Studios [Int'l Distribution]	Producer, Student Mentor	2011	Bryan Lefler
Dante's Hamlet	BYU TMA Department	Executive Producer, Student Mentor	2011	Babetta Kelly
Dance	BYU TMA Department	Executive Producer, Student Mentor	2011	Eric Pasternak
mr. bellpond	BYU TMA Department	Executive Producer, Student Mentor	2011	A. Todd Smith
Weighted	BYU TMA Department	Executive Producer, Student Mentor	2011	Jordan Petersen
The Wolf and the Ewe	BYU TMA Department	Executive Producer, Student Mentor	2011	Jordan Augustine

TELEVISION/WEB/COMMERCIAL	PRODUCTION COMPANY	ROLE	YEAR	DIRECTOR
Beyond: Pilot Episode	FIrstLight Independent/ Writer's Block Productions/BYU TMA Department	Producer, Student Mentor	2014	Thomas Russell Hunter Phillips

TELEVISION/WEB con't	PRODUCTION COMPANY	ROLE	YEAR	DIRECTOR
Eugenie	FIrstLight Independent/ Writer's Block Productions/BYUB	Producer, Student Mentor	2013	Kohl Glass
Writer's Block Documentary: Davey Morrison Dillard	FIrstLight Independent/ Writer's Block Productions/BYUB	Producer, Student Mentor	2013	James Alexander
Writer's Block Documentary: Davey Morrison Dillard and Matt Merrill	FIrstLight Independent/ Writer's Block Productions/BYUB	Producer, Student Mentor	2013	James Alexander
Dr. Fubalous [Web Series]	Hip Hop Doc/Deep Studios	Consulting Producer	2012	James Alexander
Clara Tales [Web Series]	Clara Tales Productions	Production Consultant	2012	Eliza Dawson
Diantha's Crossing	BYU TMA Department [Int'l Distribution]	Producer, UPM, Student Mentor	2010	Tom Russell
CA Dept. of Human Services Documentary	The Marcom Group	Producer, Creative Director	2006	Dave Plivelich
Premier Employer Solutions Multi-video Project	The Good Line	Consulting Producer, Project Manager	2016	Joseph LeBaron Travis Pitcher
Multiple Television Commercials	Various	Creative Director, Writer, Producer, Director	1997 to present	Various

Awards and Recognition

The Surface

Winner: REMI Award, Worldfest-Houston Int'l Film Festival 2016
Winner: Best Student Short, Miami Science Fiction Film Festival, 2016
Winner: Emerging Director Award, Other Worlds Austin Film Festival, 2016
Winner: Emerging Production Designer, Other Worlds Austin FF, 2016
Winner: Best Sound Design, Filmed in Utah Awards, 2016
Winner: Best Leading Actress, Filmed in Utah Awards, 2016
Winner: Best Cinematography, Underfunded Film Festival, 2016
Winner: Best Short Film, Underfunded Film Festival, 2016
Winner: Best Film Under $25,000, Underfunded Film Festival, 2016
Nominee: Best Student Short, FilmQuest Festival, 2016
Nominee: Best Sci-Fi Film, End of Days Film Festival, 2016
Nominee: Best Female Supporting Actor, End of Days Film Festival, 2016
HollyShorts Film Festival Official Selection, 2016
Intendence Film Festival Official Selection, 2016
Park City International Film Fest Official Selection, 2016
World Fest International Film Fest Official Selection, 2016
Ozark Shorts Film Festival Official Selection, 2016
Dam Short Film Festival Official Selection, 2016
Original Narrative Film Festival Dubai Official Selection, 2016
New Hope Film Festival Official Selection, 2016
Cleanshorts Film Festival Official Selection, 2016

Shooting Ducks

Cannes Film Festival, Shorts Corner Official Selection, 2015
Acquired for international distribution by Shorts TV, 2015
Utah Arts Fest Official Selection, 2015

Beyond

New York Television Film Festival Official Selection, 2015

Redemption: For Robbing The Dead

Winner: Best Film, Association of Mormon Letters, 2013
Daily Herald Top Ten Films of 2012
Winner: Filmed in Utah Awards, 2012
Winner: Festival Pride of Place, LDS Film Festival 2012
Heartland Film Festival Official Selection, 2012

Unicorn City

Winner: Best Film, Chicago Comedy Film Festival, 2011
Winner: Best Film, GenCom Film Festival, 2011
Winner: Best Actress, LA Comedy Film Festival, 2011
Heartland Film Festival Official Selection, 2011
San Diego Film Festival Official Selection, 2011

Awards and Recognition continued

Dante's Hamlet	Winner: Audience Choice Award, LDS Film Festival, 2013 Seattle True Independent Film Festival Official Selection, 2013 Los Angeles Women's International Film Festival Official Selection, 2013 New Filmmakers New York Film Festival Official Selection, 2012 Redemptive Film Festival Official Selection, 2012
mr. bellpond	Winner: Best Comedy, Best Director, Emmy Foundation College Television Awards, 2012 Winner: Regional 39th Annual Student Academy Awards, 2013 Winner: Best Student Film, Honolulu Film Awards, 2013 Winner: Award of Excellence, Best Shorts Competition, 2013 Winner: Best Comedy, Ivy Film Festival, 2013 Winner: Audience Choice Award, LDS Film Festival: Best Comedy, 2013 Winner: Best Short, Best Set Design, Best Costume Design, Best Sound Mix, Filmed in Utah Awards, 2013 New Filmmakers New York Film Festival Official Selection, 2013 Heartland Film Festival Official Selection, 2013 Indianapolis Film Festival Official Selection, 2013 Gotham Screen International Film Festival Official Selection, 2013 New Hope Film Festival Official Selection, 2013
Dr. Fubulous	Winner: Best Web Series, Filmed in Utah Awards, 2013
Diantha's Crossing	Mormon Film Festival Belgium, Official Selection, 2010 LDS Film Festival Official Selection, 2010

Silver Clio – Clio Key Art Awards **2016**
Random Acts Press Kit
Final Selection - Creative Arts Design Annual **2016**
Granite Flats Press Kit
Emmy – Rocky Mountain Emmy Awards [3] **2016**
Promotion: Program – Single Spot/Image: American Ride
Promotion: Program – Campaign: BYU Basketball
Promotion: Program – Sports: Blue Runs Deep
Gold - AAF Addy Awards **2016**
Local – National Television Single
Silver - AAF Addy Awards **2016**
Local – National Television Campaign
Silver Clio – Clio Key Art Awards **2015**
Granite Flats Press Kit
Emmy - Rocky Mountain Emmy Awards [2] **2015**
Promotion: Program – Campaign: BYUSN
Promotion: Program – Campaign: Football
Multiple Gold, Silver, Bronze AAF Addys **2005-2006**
Local –Print, Radio, Television, Outdoor, Campaign
Regional – Print, Radio, Television, Outdoor, Campaign
National – nomination for Campaign [wrote, directed and produced this campaign]

Professional Accomplishments and Certifications

Co-Organizer and Coordinator, BYU Writer's Conference	**2017, 2015, 2013**
Co-Planner and Accounting Coordinator, BYU Film Study Abroad	**2016, 2012**
Co-Presenter, University Film and Video Conference, Columbia College, Chicago	**2012**
Panelist, LDS Film Festival	**2012**
California Real Estate Licensure	**1997**
Certified Phase Contrast Microscopist	**1990**