

Contact

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Top Skills

Video Production
Leadership
Project Management

Languages

English (Native or Bilingual)
Spanish (Full Professional)
Italian (Elementary)

Honors-Awards

Best Directing
Best Script

Ivan Ward

Producer | Director
Seattle, Washington, United States

Summary

DREAM | DESIGN | DO

Experience

Spindrift Studios
Producer & Director
May 2018 - Present (7 years)
Worldwide

- Filson
- Harley-Davidson
- Disney
- FOX
- Columbia PFG
- Backcountry.com
- Eagle Rider
- Sierra Ferrell
- Brent Cobb
- Costa Vida

Backcountry.com

2 years 1 month

Producer and Media Manager
December 2016 - May 2018 (1 year 6 months)
Park City, UT

Lead a team of photographers and videographers, with responsibility for shoots from conception through completion. Work across a diverse set of campaigns for a variety of leading and emerging brands in the outdoor space.

Manage projects across multiple sites, including Backcountry, Competitive Cyclist and Steep and Cheap, as well as on strategic projects for the business. Contribute to the design and expansion of Backcountry's photo and film capabilities. Plan, schedule, and facilitate photo/video shoots.

- Overall responsibility for photography and film teams, managing the end to end process for shoots.
- Manage a team of 5-10 in-house photographers and video professionals.
- Production management, both pre and post, including both studio and location
- Work closely with Creative Director to establish cohesion and vision of creative direction for all initiatives.
- Partner with Art Directors to establish style and brand guidelines for all aspects of photo and film
- Research and facilitate decisions on talent and location choice
- Manage budget process for photo and film
- Manage project assignment within team and identification and hiring of contractors and freelancers as project needs dictate
- Manage studio set up, process and overall asset management through team.
- Manage schedules, production timelines and deadlines
- Partner with other members of the creative and marketing team to ensure effective communication, hand-off and brand cohesion between departments, including with the Creative Traffic Manager, Art Direction and Brand Managers.

Content Producer

May 2016 - December 2016 (8 months)

Park City, UT

Plan, scope, schedule and manage internal and external teams to effectively execute all in-house editorial content projects. Develop and organize schedules across all phases of execution including strategy, creative concept, and production. Responsible for content-related logistics and related invoice management.

- Organize and assign all photo-related asset requests from various groups in the organization.
- Oversee all photo shoot production for both studio and location shoots
- Coordinate location logistics including booking, fees, scouting, permits, insurance, craft services, damage control, talent, and transportation.
- Ensure merchandise, props, and backgrounds are procured and arranged for each shoot.
- Assist creative director with concepts and prep
- Design, implement, and execute procedures to support the photo production process
- Lead pre-production meetings
- Assist with quarterly and annual production-related budgets
- Create, maintain, and disseminate project information to stakeholders

Impatient Cow Productions

2 years 5 months

Producer

May 2015 - May 2016 (1 year 1 month)

Salt Lake City, UT

Project Management

- Ensure projects meet timeline and budgetary objectives from preproduction to final delivery.
- Own planning, logistics, budget estimates, and team communication.
- Assign team tasks throughout the project workflow.

Client Relations

- Define and confirm project scope and expectations
- Communicate progress milestones throughout the production process
- Address concerns and remedy problems

Business Development

- Respond to RFP's, inquiries, and inbound communications.
- Create budget estimates and write production proposals
- Seek out new business opportunities and assist with business development & strategy

Digital Marketing & SEO

- Oversee and maintain web presence.
- Manage online advertising campaigns through AdWords, LinkedIn, and SEO.
- Optimize website functionality, user behavior flow, and conversion goals.

Associate Producer

June 2014 - May 2015 (1 year)

Salt Lake City, UT

Represent the client's campaign, project, and strategic goals through the creation of proposals, estimates, budgets, and production schedules. Facilitate clear and concise communication between all participating entities. Ensure that budgetary and timeline expectations are met. Streamline internal operations through project management, schedule creation, and task assignment. Manage company social media presence through Facebook, Twitter, and web. Edit video, create 3D assets, and fulfill other requirements as needed.

Assistant Editor

January 2014 - June 2014 (6 months)

Salt Lake City, UT

Cut down raw production footage and assemble video edits based on client's overall creative and business goals. Add additional media such as music, sound effects, graphics, and onscreen text to ensure that the final piece is relevant and engaging. Finalize and deliver completed commercials and videos within timeline and budgetary constraints.

University of Utah

Multimedia Producer - Internship

November 2013 - May 2014 (7 months)

internship

Create and develop content for the Ski the U and Outdoor Recreation programs. Provide copy and visual media for websites and blogs. Film, edit, and post video content. Contribute to and monitor social media presence via Facebook, Instagram, and Twitter.

Archer Daniels Midland

Purchasing Coordinator

October 2011 - January 2014 (2 years 4 months)

Salt Lake City, UT

Coordinate purchasing activities, supply management, and logistics for company terminal locations across the country. Maintain accurate inventory and logistics data, while identifying customer trends. Anticipate changes in demand and production.

Impatient Cow

Internship

June 2013 - August 2013 (3 months)

Salt Lake City, UT

Post-production editing, compositing, and versioning for various commercial spots and productions.

Education

University of Utah

Bachelor's Degree, Film and Media Arts · (2012 - 2014)

University of Utah - David Eccles School of Business

Marketing, Business Administration · (2011 - 2012)