



PROFILE

I have worked in production/post-production for over 16 years with experience ranging from MTV reality shows, HBO comedies, Universal Pictures Theatrical Trailers, to digital branded content and broadcast commercials. My competence and discipline was founded through service with the US NAVY, and is now harnessed to meet the challenges found within the wonderfully chaotic world of advertising & marketing content production.

CONTACT ME



+1(323) 761-9784



brendan.cravitz@gmail.com



Tokyo, Japan

Los Angeles, USA

FOLLOW ME

WEBSITE

BrendanCravitz.com

TWITTER

twitter.com/brendan_shares

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vimeo.com/brendanshares

LINKEDIN

linkedin.com/in/brendanshares

BRENDAN J. CRAVITZ

GLOBAL EXECUTIVE PRODUCER, VP | PRODUCTION CONSULTANT

Publicis One Japan; Tokyo, Japan

March 2017 – Current

Head of Production

- Oversee content production for clients such as BMW Mini, Lexus, P&G, Phillip Morris, shu uemura and SKII. Work with creative teams to develop international through domestic social content productions from ideation through delivery.
- Responsible for building and growing internal studio (Prodigious) capabilities, generating revenue along with overseeing production for Beacon, Saatchi & Saatchi and MSL Japan.

Grey APAC; Singapore, SG

Dec 2013 – June 2016

Sr. Executive Producer & Vice President

- Managed all production for the GSK unit of Grey Singapore, which handles Global Panadol TVC Production, Horlicks and Scott's, as well as Pringles APAC.
- Managed and maintained GSK brand guidelines for all new productions and adaptations that are produced worldwide for Panadol.
- Oversaw production personnel and guided creative teams to develop mobile, digital and broadcast content since moving the account from Grey New York to Grey Singapore in 2013.
- Awarded 3 Cannes Lions, 1 Grand Global and 7 Asia Spikes

Modus Operandi; Los Angeles, CA

April 2012 – December 2013

Executive Integrated Producer

- Managed MO's Production, 2D/3D Design, Animation, VFX and Editorial teams in multiple offices around the world. This includes pitching, bidding, production through delivery.
- Oversaw both agency and client direct projects for clients: 72andSunny, Disney, EA SPORTS, EA Mobile, Twentieth Century Fox, The Grammys, Ubisoft and Leo Burnett

Freelance Senior Broadcast Producer; Los Angeles, CA

Nov 2003 – April 2012

Studios: Arsenal FX, Buck LA, Method Studios, Woodshop, Zoic Studios

- Managed production and post for commercial delivery from bidding projects to final deliverables.
- Lead content development, acquisition and licensing teams in creating dynamic and powerful digital media for programs such as GymTV, a partnership between Gymboree stores and Discovery Networks and Fox Studios.
- Fulfilled a strategic role in developing non-traditional advertising content/programs for: 7-Eleven, Banana Republic, Discovery Networks, Gymboree, Hyundai, Gallo Wines, Macy's, Mercedes-Benz, PepsiCo, Twentieth Century Fox, Verizon Wireless, Victoria's Secret.
- Editor, Mixer, Post Supervisor: HBO - Curb Your Enthusiasm (S 3/4), MTV - Osbournes, Newlyweds, Rich Girls, Jackass, Ashlee Simpson Show, Making the Video, Making the Movie, Making Da Band, Punk'd, NBC - The Biggest Loser, Fox TV - Nanny 911, COPS, The Swan Season 2, Fear Factor

Universal Pictures Theatrical Marketing; Universal City, CA

Oct 2004 – Oct 2007

Editor/Mixer

Offline/Online Finishing for theatrical trailers, TV Spots and EPKs:

Children of Men, The 40-Year-Old Virgin, The Fast and the Furious, Munich, Knocked UP, Transporter 2, King Kong, The Bourne Ultimatum, Knocked UP, The Bourne Ultimatum

US NAVY; John C. Stennis CVN 74

Sept 1999 – July 2003

Petty Officer 3rd Class

- Primary duties included order placement and procurement, expediting, change-order pricing and management, handling of claims and returned goods and strict quality control.
- John C Stennis .50 Cal Gunner & At Sea Response Team
- Two tours of Duty including Operation Anaconda, Enduring Freedom post 9-11



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Some recent work I have personally overseen here at Publicis for brands such as SKII, shu uemura, and Lexus: [CLICK HERE](#)

#ClearThePitch - NGO Film produced by Grey APAC

1 Grand Global, Silver Cannes Lion, 2 Gold & 1 Bronze Spike 2016: [CLICK HERE](#)

Sample of Recent work for GlaxoSmithKline:

Eye Mo - "A Moment of Beauty" - [CLICK HERE](#)

Silver/Bronze Lion

Gold/Bronze Spike

Scott's Emulsion - "#Momazing" - [CLICK HERE](#)

Silver Spike

Horlicks NutriQuest Video Game Launch Trailer - [CLICK HERE](#)

Scott's Emulsion - "One Spoon" - [CLICK HERE](#)

Sample of Global Panadol Work:

Panadol Speed - "Fun Dad" - [CLICK HERE](#)

Panadol Extra - "Concert" - [CLICK HERE](#)

Panadol Rapid - "Superhero" - [CLICK HERE](#)

Dolex Forte - "Family Restaurant" - [CLICK HERE](#)

2012/2013 Compilation reel prior to joining Grey Singapore: [CLICK HERE](#)