

# Miriam Franklin

## Executive Producer

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### About Me

I'm a Swiss army knife, jack-of-all-trades, fixer, cleaner, commando, firefighter, story-teller, wheeler-dealer, champion of great ideas, negotiator, unshakable & unbreakable, nimble & flexible, pop culture junkie, creative-minded, award winning Executive Producer. Collaborating from ideation through execution across a wide range of culturally relevant & diverse content and media: 360 campaigns, shortform & longform video, original programming, branded content, music videos, social, print, interactive and experiential productions.  
I make the impossible possible.

### Experience

#### **EVP, Head of Integrated Production, Deutsch, NY,NY**

**February 2022- Present**

**Key clients:** PNC Bank, Galderma, Betway, VillageMD, Simple Mills, Dr Praeger's

##### **Key initiatives & Impact:**

- Integrating production department by taking silo'd disciplines and creating a single multi-disciplinary entity capable of producing across all channels, platforms and media.
- Managing & curating in-house studio Great Machine by growing production & post production capabilities and integrating video, digital and print studio disciplines under one profitable entity.
- Introducing & advising on original content series "24/7/365," a monthly program that highlights and celebrates different cultures, topics and DEI initiatives through employee curated and produced programs that cross video, print, experiential and interactive offerings.

##### **What I Deliver:**

- Delivering best-in-class truly integrated content production across broadcast, digital, print/OOH, branded entertainment and experiential.
- Executive Producing hands-on involvement in producing all output from the department.
- Mentoring the next generation of creative leaders while constantly learning and expanding my own skills to continually push the work forward.
- Collaborating and partnering with all disciplines across the organization to ensure we deliver above and beyond expectations.

#### **Independent Integrated Executive Producer, NY,NY**

**January 2020 – January 2022**

**Partnering with Agencies & Brands:** producing all forms of content across all media and budgets.

**Working as local:** NY, Miami, LA and Remote Worldwide

#### **Director of Content Production, Translation LLC, NY,NY**

**July 2012- December 2019**

**Key clients:** Apple Music, AT&T, Budweiser, Beats by Dre, Champs, Jeep, Kaiser Permanente, McDonald's, NBA, NFL, State Farm

##### **Key initiatives & Impact:**

- Multiple award winning & culturally relevant campaigns including Apple Music "Chapters," NBA "This Is Why We Play," Champs "We Got Game," State Farm "Chris & Cliff Paul,"

Budweiser “Made In America” amongst others.

- Non-traditional culture-forward initiatives including AT&T “Codes of Culture,” State Farm “Neighborhood Sessions” TV series, Beats by Dre “The Shop” which served as impetus for the LeBron James HBO series, Hulu “Around The Way” series and Budweiser “Made in America” amongst others.

**What I Deliver:**

- Building & leading from the ground up a best-in-class content production department of multi-disciplinary producers, business managers and content creators across broadcast, digital, print/OOH, branded entertainment, original programming, music videos and experiential.
- Hands-on producing of key initiatives, managing celebrity & influencer talent & music licensing, fostering relationships with clients, vendors and key influencers, partnering with creative.
- Curating in-house content creation shop of editors, videographers, line producers, animators, developers & retouchers to produce original content for brands and UnitedMasters artists while realizing efficiencies for clients and profit for the enterprise.
- Mentorship Program: designing & implementing enterprise-wide mentorship program to help foster and grow the next generation of leaders.

**Head of Production, Arnell Group, NY,NY**

**June 2001-June 2012**

**Key clients:** FCA/Chrysler-Jeep, Pepsi, Reebok, Revlon/Almay, Samsung

**Key Initiatives & Impact:**

- “Reebok Presents Terrible Terry Tate: Office Linebacker” a series of web films that resulted in one of the top ten SuperBowl spots of all time and one of the first campaigns to go truly viral, amassing millions of views, spawning countless homages and winning numerous awards.
- Reebok “Rhythm of Sport & Music” campaign that celebrated the deep cultural ties between music, sports, fashion and lifestyle including launching of “S dot Carter” and “G Unit” highly successful sneaker brands.

**What I Deliver:**

- Executive producing all content across all media and platforms, supervising creative, building and growing relationships with clients, vendors, networks and artists.
- Managing in-house production company unit, Sweet Pea Productions, including all personnel and content executions - tv spots, digital/interactive, music videos, print/OOH and experiential.

**Head of Production, Five Union Square Films, NY,NY**

**October 1998-May 2001**

**What I Deliver:**

- Overseeing day to day operations of staff and freelance production personnel across all projects.
- Bidding & Managing: projects and interaction with agencies/clients, unions and payroll services.
- Line Producing & Talent Management: Line producing and helping to manage & grow opportunities for roster of directors.