

# 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

### Independent Integrated Executive Producer, NY,NY

January 2020 - Present

**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, 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.
- AT&T "Codes of Culture" spear-headed a team of multi-disciplinary producers, business managers and content makers to create over 1500 pieces of culturally relevant content across multiple media and platforms, including film, social, experiential & live events, print/OOH and digital.
- State Farm "Neighborhood Sessions" series for Turner - led team of producers to execute series of music based documentary tv specials with additional 360 supporting content.
- Beats by Dre "The Shop." a social content series shot during a hi-jacked pop up experience at NBA All-Star Weekend that led to the HBO series with LeBron James.
- Budweiser Global "Made" campaign featuring Jay Z and Rihanna celebrating makers around the world. Produced content including tv spots, social media, print/OOH, experiential and documentary film.
- HULU "Around The Way" series celebrating Black History Month. Executive Produced 3 episodes of original branded content series and supporting social content.
- LBJ Documentary "What The Hell Is The Presidency For" for HISTORY CHANNEL, celebrating the 50th anniversary of Voting Rights Act for History Channel. Led team across all facets of ideation and production.

#### 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.

Education

**Proud Alumnus of Syracuse University SI Newhouse School of Public Communications**

Let's go Orange!