



CHRISTIAN COLASUONNO
EXECUTIVE "EVERYTHING" PRODUCER

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I am an executive level integrated producer who specializes in making the impossible possible.

Currently I am a freelancing producer across all mediums - specializing in hard to solve experiential & digital projects. I have worked on 360 campaigns for Pokemon, McDonald's, Iceland Tourism, Volkswagen, Kia, Hulu, Liquid Death, Hulu, Ally Bank, Ford, Bloomberg2020, Abbott Technology amongst others.

During my previous full-time agency experience, I led integrated production & creative innovation teams at GTB (f.k.a Team Detroit) servicing Ford for WPP. I also spent time in San Francisco w/ Tribal DDB and led Microsoft initiatives for J. Walter Thompson in NYC. I have close to 20 years of production experience, spanning both coasts & the midwest - leading and growing departments, problem solving and producing award winning work for some of the biggest brands in the world.

EXPERIENCE:

2019 - Current:

ChristianCola EP, Inc - New York, NY

Freelance Executive Producer/ Founder

Founded a production & innovation consultancy to help small agencies, brands & non-traditional marketers by advising on creative innovation, providing a world class production resource and immersive technology ideation. Tasks range from pitching, ballparking, scheduling, sourcing, idea generation + full production oversight.

*Agencies: **Giant Spoon** (Live Stream Event), **VMLY&R** (web3), **SS+K** (content/digital) **Anomaly LA** (Experiential), **Fred + Farid** (digital), **Tombras** (TV/Digital/Stunts) **72 & Sunny** (Experiential) **TBWA/Chiat Day** (Social) **David & Goliath** (Experiential/ Video) **Virtue/ Vice** (digital/ influencer) **JKR** (AR/Digital) **Doner** (Video/ New Biz) **Mediacom** (Broadcast), **Leoburnett** (Digital) **Hawkfish/ Bloomberg 2020** (digital+content) **Lighting Orchard** (OOH) **Callen** (digital, content + experiential) , **Wunderman Thompson** (Animation/ Influencer/Social) **THAT** (content, UX) **Civic** (experiential)

2012 - 2018

GTB, (f.k.a Team Detroit) Detroit, Michigan

Accounts: Ford Motor Company , Lincoln Motor Company

2016- 2018

Director of Digital Production & Creative Innovation

- Lead a team of 30+ producers, PM's, biz affairs + talent managers across 5 offices (nationwide) : TV spots, Programmatic testing, branded content, interactive experiences, FB /IG/twitter (paid social) ads, web series, CGI, ford.com, App development, experiential

Installations & digital OOH. My role was overseeing the vendors, directors, animators, staffing, mentoring, scheduling, putting out fires & lighting them as needed.

- Founded (and lead) the Mixed Reality platform at GTB - launched with app w/ VR films (7) and began AR ad development. Built an interactive 360 player (and content) to Ford.com. As well as led VR interactive Installation at CES and experiential event at the Super Bowl.
- Oversaw the implementation of a multi-faceted AI-based Data Asset Management system.
- Restructured content briefings and social ad creation by building an inhouse production team equipped with the latest technology and tools.

2012-2016

Executive Digital Producer

- Functioned as one of the digital creative leaders at GTB. From concept to prototype to strategy/roadmap consumer journeys, setting KPI goals, client presentations, lunch & learns and everything in between.
- Produced award winning interactive & content work across the Ford network of brands, as well as organically grew a department from 3 to 12, bringing digital to the forefront of the marketing effort for Ford.
- Oversaw the creation of Ford's Newsroom/Content Studio - a real-time reaction based studio that allowed the brand to respond to consumers outside the marketing cycles.
- Reshaped our Social offering, strategically advising on new Youtube infrastructure, as well as Instagram, FB & twitter presence.

2011-2012

Tribal DDB / DDB California *San Francisco, CA*

Interactive Producer

Accounts: Microsoft, eBay, Clorox (Glad, Bleach, Pine-Sol), The Partnership at Drugfree.org, STP, Tourism Australia, Wells Fargo, Ross Dress for Less, Intel

- Manage the day-to-day production duties for project-based and retainer work (from 50K to 5M+) Strategize, scope & build large-scale digital environments across multiple platforms.
- Develop a system of staff resourcing and financial tracking for both creative & technology.
- Establish and educate teams on processes for the Tribal DDB, Remedy DDB & DDB California integration.

2007 - 2011

J. Walter Thompson, *New York, NY*

Integrated Producer

Accounts: Microsoft BING, BIEB, OFFICE 2010, CLOUD, Macy's, Merrill Lynch, T. Rowe Price, Sunsilks,

- Oversee *print* AND *digital* advertising components, simultaneously for several integrated marketing campaigns throughout strategic planning, creative concepting, production/development, and testing and maintenance phases.
- Produce and distribute integrated project documentation consisting of status reports, budgets, schedules, insertion orders and spec sheets.
- Partner with media agencies to define specs, plan deliveries and negotiate optimal media placements specific to each campaign – print and digital
- Lead studio teams (print and digital) on winning pitches for Jose Cuervo, Microsoft BING & Office2010.

*For more work details please visit:

<https://www.linkedin.com/in/christiancolasuonno>

EDUCATION

1997 - 2001 **Fairfield University** Fairfield, Connecticut

B.S. – Communications, May 2001, Minors: Film Production, Environmental Studies

SKILLS

Experiential + Event Production, Social Media Strategy, New Business, Digital Development (Advanced Web3 thru Sharepoint) , Broadcast production, Print production, OOH, Content Strategy

AWARDS:

FWA (20+) , Effies (12), Shortys (7) Cannes Lions (10) One Show Pencils (7) Lumiere Awards (1), Webbys (14), ProMax (2), Digiday Awards (3)