

# Adina Birnbaum

adinabirnbaum.com  
adina.birnbaum@gmail.com

I'm an **Executive Producer** with over 16 years of experience creating compelling, award-winning content and experiences for brands and agencies. My financial analyst background coupled with my extensive knowledge of visual effects, technology, post production and business management has qualified me for diverse roles within Advertising and Production. I've staffed start up agencies, established and implemented best practices for in-house production within brands, and rescued countless projects in crisis.

**Expertise:** Global Live-Action & Post Production, Scaleable Production, Bidding & Negotiations, Experiential & Event Production, Project Management, Recruiting & Creative Management, Sales & Business Development

## Production Experience:

### Freelance Executive Producer

Various agencies, brands, and production companies | April 2016 - Present

The Webby Awards | DDB | The Martin Agency | Hey Beautiful Jerk | Giant Spoon | Instagram | Squarespace | Doubleday & Cartwright | John Masters Organics | Transistor Studios | Chobani | Disruptive Media Lab | Sid Lee | Johannes Leonardo | Pereira & O'Dell | EnergyBBDO | Firstborn

#### Responsibilities:

- Content production
- Installations and experiential production
- Animation and VFX line producing
- Feature and long format post production
- Research and documentary production
- Podcast and audio production
- Recruitment of freelance and staff talent
- Sales and new business strategy
- Account management
- Project management

#### Clients:



### Executive Producer, Color

Moving Picture Company | May 2014 - April 2016

- Established guidelines and standards to drive consistent quality of deliverables.
- Implemented sales and new business strategy, doubling color department's revenue in one year.
- Secured MPC NY's feature film projects including Cop Car and Southside with You and established feature pipeline.

### Executive Producer | Managing Director

Pure Growth | April 2013 - April 2014

- Managed client relationships and oversaw all broadcast production.
- Helped staff leadership including creative teams and CSO.

---

## Senior Integrated Producer

Various advertising agencies | August 2007 - April 2013

Energy BBDO, Chicago | McGarry Bowen | Mullen, Winston Salem | EuroRSCG

### Responsibilities:

- Content production
- Print production
- Installations and experiential production
- Website/microsite development

### Clients:



---

## Producer

Berlin Cameron | May 2007 - August 2007

Directed and produced video content

### Clients:



---

## Assistant Producer

BBDO | July 2005 - May 2007

Assisted Executive Producers in all aspects of production including director research, bidding and negotiations, production management, and post supervision.

---

## Assistant Post Producer

Breathe Editing | August 2004 - June 2005

Assisted Executive Producers in all aspects of post-production including bidding, resource allocation, client relationship management and post supervision.

---

## Before Advertising:

---

### Financial Analyst

Capital Markets Company | October 2003 - July 2004

Assessed operational risk exposure and managed implementation of new risk management systems.

---

### Fixed Income Analyst

Morgan Stanley Investment | May 2003 - October 2003

Provided critical daily support for five mutual funds and identified investment opportunities.

---

### Quantitative Analyst, Investment Strategy

Ziff Brothers Investments | May 2001 - April 2003

Co-developed economic forecasting models and managed relationships with global economic strategists and government statistical bureaus.

---

## Education:

Econometrics | Columbia | 2002

Calculus for Business | NYU | 2002

American Economic History, Statistics, International Trade | University of California, Berkeley | 2000

BA in Economics, Phi Beta Kappa | Trinity College | 1998 - 2001

---

## Hobbies:

- Running
- Writing
- Cooking
- Cycling
- Head Hunting