

# KEN FREDERICKS

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Senior Producer with 10 years of experience in digital video production, my expertise spans creative direction, concepts, cross-functional collaboration, planning, and budgeting, all driven by a commitment to the media culture experience. I am passionate about refining processes and delivering compelling storytelling that resonates globally, underscoring my deep dedication to the people.

## SKILLS

- Project Management
- Asana/AirTable
- Client Services
- Trello/Jira
- Creative Concept Development
- Media Strategy
- Final Cut Pro
- Campaigns
- AI Tools
- Post Production

## EXPERIENCE

### FREELANCE PRODUCER / DIRECTOR, & PRODUCTION MANAGER

*KENMIRROR MEDIA GROUP INC: 7/2018 - PRESENT*

- Clientele: HBO, 300 Ent., CBSViacom, Sony, Conde Nast, Cinematic Music Group, Mustache Agency, Derby Productions
- Produce visual narrative creative content for website platforms, long form, broadcast and social videos for diverse audiences.
- Execute project elements, budget management, tracking, planning, shot lists, scripts, timelines and partnership management.
- Oversee client relationship management, facilitate production process, guide project lifecycles from inception to post mortem.
- Supervise multiple creative projects under deadline driven environment, prioritize, anticipate, communicate and multitask.

### SENIOR PRODUCER

*KYRA AGENCY: 1/2022 - 12/2023*

- Clientele: Nike, Off-White, The North Face, Timberland, Cash App, Steve Madden, Sunglasses Hut, Everlane and Yahoo.
- Present video direction, for creative production across platforms from user-generated content to high-end location shoots.
- Provide team leadership to align in pre production, creative briefs, all hands sessions, RFP's, post production and KPI's.
- Traveled extensively across the United States for national campaigns, overseeing logistics and managing on set direction.
- Developed over 40 budgets ranging from \$50K to \$1M, optimizing cost-effective solutions for various production executions.
- Proficient in digital communication, advertising, multi-media campaigns, studio/field shoots and live production.

### ASSOCIATE PRODUCER

*WITHIN AGENCY: 1/2021 - 9/2022*

- Clientele: 1800 Tequila, Budweiser, Michelob, Sleep Number, Bud Light, Anheuser-Busch and Stella Artois
- Communicated schedules/strategy to clients, manage expectations, provide presentation materials and address concerns.
- Organized and uploaded raw files, proxies, and stills for editors, colorists, and sound designers on Frame.io or Box folders.
- Directed crew union and non union activities, hire talent, supervise equipment setup, and placed PA's with assigned task.
- Maintained records, vendor negotiated with deal memos, NDA's, releases, with crew, talent releases, and COI's.
- Coordinated pre-production activities, including budgeting, scheduling, location scouting, and securing necessary permits.

### DIGITAL COORDINATOR

*CBSVIACOM: 8/2018 - 9/2019*

- Monitored production progress, ensured compliance with network standards, and tracked delivery deadlines.
- Updated pitch trackers with pitches, trailers, scripts, writing samples, decks and strategic planning initiatives.
- Supervised day-to-day logistics and operations of shows, overseeing all associated paperwork and documentation.
- Worked with production teams on scheduling, content ratios, and the implementation of encoded captions, SRTs, and SCCs.
- Collaborated with the Senior Director to develop and adjust production schedules, ensuring alignment with deadlines.

### PRODUCTION COORDINATOR

*COMPLEX: 6/2016 - 7/2018*

- Collaborated with internal stakeholders to manage, celebrity driven video content for mobile, desktop and OTT platforms.
- Collected COIs, talent releases, location agreements, music licenses, image releases, social clearances for legal purposes.
- Traveled across regions and developed production calendar, scouted locations, reserved travel, gear, film permits for shoots.
- Oversaw docuseries, web based shows, content by building show rundowns and segments, editing videos, writing scripts.
- Ensured the most up to date reporting, breaking news, tracking news, live events and coordinating coverage with managers.

## EDUCATION

CUNY City College of New York  
2018 Bachelor of Arts in Public Relations, Advertising & Applied Communications

## OTHER

iHeartRadio - Summer 2015  
VH1 Save The Music - Winter 2015  
Emmis Communications - Spring 2015