

# Greg Lane

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## SUMMARY

Consummate Executive Producer with 15+ years of experience building and leading talented teams in the development and delivery of content for wide range of media applications and clients. Strategically drives full lifecycle of projects ranging in scale, value, and complexity. Skilled storyteller and content creator committed to working collaboratively with diverse design, technical, and business groups to achieve challenging objectives. Plans, implements, and enforces compliance with strict budgets and schedules - providing teams with the guidance, support, resources, and motivation to succeed in navigating the complexities of creative platforms and environments.

## SKILLS

- Team Building & Coordination
- Production Operations
- Stakeholder Relations
- Concept Development
- Digital, Print, Social, Broadcast & Radio Campaigns
- Strategic Marketing & Advertising
- Global Clientele Services
- Brand Communications
- Training & Development
- Cross-Functional Team Collaboration
- Shooting/Editing

## EXPERIENCE

**Freelance Executive Producer “Shell Fuels”**- Wunderman Thompson-Atlanta March 2022-April 2023

- Produced global Fuels content for Shell. All content deliverables- live action, digital, social and print. Collaborated with two other agencies. Shot on location in Madrid, Spain. (see portfolio- “Unbound”)
- Produced Fuel Rewards content covering multiple deliverables- print, social, digital, radio and live action. Collaborated with three other agencies. Shot

on location in Vancouver, BC. (see portfolio-  
"Loyalty")

**Freelance Producer "intel"-VMLYR April-2021-January 2022**

- Multi-spot package produced in Madrid highlighting the Gen Intel Core processor. ( portfolio "Sharing" and "Ping Pong").

**Contract Producer for Dell- Various dates from 2021-2022**

- Produced a multitude of spots across multiple mediums- GCI, Stock and original content. (portfolio "Dragonfly" and "Robotics")

**Senior Content Producer The Richards Group (Dallas, TX )**

November 2015 – April 2021

- Manage all aspects of corporate productions for The Home Depot, encompassing control of budgets ranging from \$1.2M to \$4.5M; contracting and coordination of freelance producers; and developing and implementing production protocols
- Collaborate with cost consultants, senior leaders, staff members, and
- Drive production of high-quality, relevant content based on current activities and organization updates.
  - Plan, produce, and edit video projects to maximize engagement.
  - Formulate content calendars, ensuring effective scheduling of posts and deadlines as well as multi-layered shoots involving multiple agencies and deliverables.
  - Supervise and work closely with writers, directors, managers, and technical crews throughout full production lifecycles.
  - Administer footage and music license agreements, talent releases, fulfillment, and distribution functions.

**Executive Producer Charlie Uniform Tango (Austin, TX)**

March 2012 - August 2015

Spearheaded talented team of nine creative and diverse artists dedicated to quality and timely delivery of productions valued from \$75K to \$200K.

- Built and retained key talents through strategic recruitment, training, and

development of staff in alignment with objectives.

- Led successful negotiations as well as established and maintained post production budgets.
- Organized and set production schedules according to strict deadlines.
- Reviewed and approved requests for services, equipment, and supplies - ensuring compliance with budgets.
- Achieved high levels of team performance, engagement, and motivation via consistent feedback and motivation.

**Sr. Vice President/Director of Creative Operations** - GSD&M (Austin, TX )

August 2009 - August 2011

Orchestrated creative operations, leading team of 82 Art Directors, Designers, and Writers throughout full lifecycle of projects - ensuring compliance with department structure and quality standards.

- Delivered major operational improvements, including development of detailed job descriptions; migration from siloed assignment system to creative resource pool to facilitate strategic allocation of talents; opening and merging Design Services with Creative Department; and introducing centralized assignment protocol to optimize workload prioritization.
- Enhanced vendor diversity and compliance with client contractual obligations.
- Oversaw department budgets - covering salaries, extended training opportunities, and award shows.
- Restructured policies and improved enforcement.

**Senior Vice President Director of Media Production** - GSD&M (Austin, TX )

August 2005 - July 2009

Restructured discipline from flat, single point of contact to broader department supporting traditional, direct response, interactive, radio, business affairs, traffic, and internal audio visual/post.

- Directed team of 42 direct reports- staff and freelance.
- Served on Leadership Council and Operations Committee.
- Headed successful initiative to enhance vendor diversity and inclusion

*Additional experience includes role of Senior VP Group Producer at DDB Chicago, directing global brand advertising for McDonald's and Dell – including global launch of "I'm Loving It" campaign.*

## EDUCATION

### **Bachelor of Arts**

University of Arkansas, Fayetteville, AR

### **Westminster College**

Fulton, MO