

JOYCE ROUGHLEY

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Highly accomplished Vice President, Executive Producer. Proven track record of creating compelling content, delivered on time and in budget, and enhancing team performance and productivity. Skilled in establishing strong internal and external relationships to facilitate collaborative achievements of both client and creative goals.

SAATCHI & SAATCHI, New York, NY **2022 – 2024**

Vice President, Executive Producer

- Managed and ran all production for CVS TV (brand anthems as well as smaller focused communications), OLV, print, and social content. Managed junior producers at all levels. Ran surface care (Mr. Clean and Swiffer).

HAVAS, New York, NY **2019 – 2022**

Executive Producer

- Mentored and managed a full team of producers (various levels of staff and freelance). Led all phases of content production for Wells Fargo and RB brands (Finish, Air Wick, d-Con, Woolite, Resolve, and RidX).

Y&R, New York, NY **2012 – 2019**

Senior Content Producer

- Produced TV, interactive, print, and social content for clients including Hillshire Farm, Ball Park, Snyder's of Hanover, Kind, Campbell's, Valvoline, Dannon, and Pfizer (Chantix).

BEAUTY@GOTHAM, New York, NY **2009 – 2012**

Producer

- Planned, executed, and managed production, post-production, editorial, and animation for Maybelline New York.

TBWA/CHIAT/DAY, New York, NY **2005 – 2009**

Associate Producer and Business Manager

- Produced TV and radio, social content, and sales and client videos for clients including Nivea, Mars (Skittles, Starburst, Snickers, and Combos), Vonage, Alli/Nicorette, Michelin, Hotels.com,

Absolut, and Sprint. Managed contracting, interpreting SAG, AFTRA, and AFofM regulations and requirements, and negotiating music licensing and celebrity contracts.

BUSINESS COMMITTEE FOR THE ARTS, New York, NY **2004 – 2005**

Director of National Programs

- Not for profit organization. Managed all logistics and staffed, budgeted, and secured celebrity spokes people for the annual awards gala. Fund raised and supervised content development for multiple programs – including grant-writing, budgeting, and distribution.

SELF-EMPLOYED, New York, NY **2002 – 2004**

Advertising, Marketing, and Event Planning

- Clients: Gotham Advertising (Maybelline, Bausch, & Lomb), Magnet Communications, Susan Magrino Agency (Kevyn Aucoin “A Beautiful Life” book launch, One & Only Resorts, and Dom Perignon), & Conde Nast (Bride’s Magazine).

WELLS FARGO BANK, San Francisco, CA **2002**

Marketing and Special Events for Commercial Mortgage Origination

- Designed and distributed direct marketing materials for internal and external campaigns. Planned and coordinated all logistics of large-scale customer and employee retreats and special events.

Bachelor of Arts, Communication, **MARIST COLLEGE**, Poughkeepsie, NY