

Joyce Roughley

Executive Producer

joyceroughley.com

jrough22@gmail.com

917/805-2237

Freelance Executive Producer Present

- Major clients include Verizon (Ogilvy)

SAATCHI & SAATCHI, New York, NY 2022 - 2024

Vice President, Executive Producer

- Ran production for CVS: TV, OLV, Print, Social Content. Managed team of producers at all levels. Ran surface care (Mr. Clean & Swiffer)

HAVAS, New York, NY 2019 - 2022

Executive Producer

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

Y&R, New York, NY 2012 - 2019

Senior Content Producer

- Produced TV, Interactive, Print, Social Content for clients including: Hillshire Farms, Ball Park, Snyder's of Hanover. Kind, Campbell's, Valvoline, Dannon & Pfizer (Chantix).

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/Business Manager

- Produced TV & Radio, social content, sales/client videos for clients including: Nivea, Skittles, Starburst, Snickers, Combos, Vonage, Alli/Nicorette, Michelin, Hotels.com, Absolut & Sprint. Managed contracting, interpreting SAG/AFTRA/AFofM regulations/requirements, negotiated music licensing and celebrity contracts.

BUSINESS COMMITTEE FOR THE ARTS, New York, NY 2004 - 2005 (Not for Profit Organization)

Director of National Programs

- Managed all logistics, staffed, budgeted and secured celebrity spokespeople for annual Awards Gala. Fund raised & supervised content development for multiple programs—including grant-writing, budgeting/distribution

Freelance, New York, NY 2002 - 2004

Advertising/Marketing/Event Planning

- Major clients: Gotham (Maybelline/Bausch & Lomb), Magnet Communications, Susan Magrino Agency (Kevyn Aucain "A Beautiful Life" book launch, One & Only Resorts, Dom Perignon), Conde Nast (Bride's Magazine).

WELLS FARGO BANK, San Francisco, CA 2002

Marketing/Special Events for Commercial Mortgage Origination

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

EDUCATION

Bachelor of Arts, Communication

MARIST COLLEGE, New York