



# Nadia Voukitchevitch

EXECUTIVE PRODUCER/DIRECTOR

CREATIVE CONTENT

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3607 Potomac Ave.  
Los Angeles, CA 90016

## Skills

Speaks Seven Languages:  
Spanish, English, Catalán,  
Creole (Haiti), Valenciano,  
French and Russian.

Senior Management  
Team Leadership  
Team Player  
Goal-Setter  
Enthusiastic Cheerleader  
Passionate Researcher Budgeting  
& Fundraising

Mac & Windows, Word, Excel,  
PowerPoint, Adobe Sign, Coupa,  
FrameIO, Premiere, Webvantage,  
Iprocurment, Donovan System,  
Presto, Final Cut Pro, Avid  
Express, Final Draft, Scriptware,  
Filemaker Pro, Wiredrive, Go  
Simian, Interdubs, Extreme  
Reach, Movie Magic and Showbiz  
Budgeting and Wix.com Blogger

## Qualifications

**MASTER of ARTS**  
Human Development with  
concentration in Leadership in  
Education and Human Services  
Pacific Oaks College  
Pasadena, CA  
2018

**BACHELOR of ARTS**  
Liberal Arts  
**Sarah Lawrence College**  
Bronxville, NY  
1998

### Executive Producer, Nadia Films, Los Angeles CA. (May 2023 - Present)

- Worked as Senior Producer and Director at Nadia Films, managed all client services, and branding elements, and supervised the editing of company demo reels.
- Brought in new accounts: Aireloom, Pep Boys, and Herbalife. Communicated directly with all new clients, ensuring their needs and expectations were exceeded.
- Produced and Directed 125 videos for Paul Mitchell and directed the BTS videos that client requested. Handled all client's needs and post-production as well as billing, negotiations, contracts and deal memos.
- Created public service announcement for Salesian Boys and Girls Club of East LA with Michael Pena.
- Coordinated conference calls with Creative Team and Clients.
- Created a budget template and put together all budgets for clients.
- Selected directors to present to client based on the job requirements and skills needed as well as level of talent. Negotiated their director rates.
- Produced a feature-length film "America's Family" for non-profit CHIRLA promoting immigrants' rights. Filmed abroad in Mexico on location in Puerto Escondido and Tijuana. Won 3 awards: Grand Jury and Audience Best Awards at Dances with Films and Best Narrative Feature at the Roxbury Int'l Film Festival.
- Arranged all travel itineraries for local crew and talent.
- Drafted and wrote all talent buy-out contracts. Managed their Agents.
- Scouted for locations in Los Angeles and in Mexico.
- Organized all production meetings and put together pre-production books.
- Researched new technology and available innovative equipment keeping the clients abreast of the best production services in the global markets.
- Interviewed, checked references, and hired all members of the Crew locally and abroad.
- Handled all aspects of sales and promotions and public relations with the press.
- Managed all billing matters, invoicing, creating purchase orders and production budgets, negotiating rates and fees, and getting discounts for clients.

### Bilingual Producer, Herbalife Nutrition, Torrance, CA (June 2021- May 2023)

- Produced bilingual, English, Spanish and French creative content for the NAM (North American Market), including the US, Canada, and Puerto Rico, producing a variety of videos for multiple platforms to be utilized by Distributors and Stakeholders in all three regions.
- Instrumental in launching new marketing campaigns and developing creative scripts for promoting Herbalife and all its products, services, innovative business tools and Apps such as HN Grow and HN Power.
- Hired crew and cast for each video and conducted casting sessions. Searched and hired voiceover talent for English, Spanish and French videos. Directed non-actors when producing Virtual Tour videos for Nutrition Clubs.
- Produced a series of live events such as Extravaganza, Future President's Team Retreat, Leadership Development Weekend, Top Achievement in Business Vacations, happening every other month throughout the fiscal year in diverse locations within the US and abroad, including Mexico, Puerto Rico, Cayman Islands, The Bahamas. Covering all the important events and daily activities throughout an 18-20hrs day over a week and delivering highlight videos of the best moments.
- Directed and produced all Spanish and bilingual videos, including animated 2D videos, directing real people - Distributors giving testimonials. Produced English videos with Spanish subtitles. Searched for stock footage and music for videos. Worked closely with several in-house Editors as well as external vendors. Managed all media files and presentations for review and client approval on FrameIO.
- Introduced new production companies, animation houses, independent videographers, DPs, casting directors, recording studios, voiceover and on-camera talent, music houses, and composers: top-notch new vendors that were placed on the preferred vendor list.

# Awards

Belding Bowl Award 2005  
for Kohl's Holiday "Reverse"  
campaign

7 Gold Clios, Gold Addys  
and Bronze Palm D'Or for  
Alzheimer's campaign  
2015.  
Southern California

Broadcaster's Association  
Award for Best Radio spot  
Mervyn's "Back-to-School"  
2003.

Grand Jury Award, Audience  
Best Award at Dances with  
Films in Los Angeles for  
"America's Family" feature  
film

Best Narrative Feature for  
"America's Family" at  
Roxbury International Film  
Festival in Boston

Selected for Cinemaking  
International Film Festival  
and Kollywood International  
Film Festival and two  
Honorable Mentions for  
Documentary "Mira Chai-  
The Godmother of Men's  
Grooming" 2024

- Drafted and wrote vendor and talent contracts and worked closely with the Legal Team and processing contracts and NDAs through Coupa.
- Handled all new vendor forms and processing purchase requests, POs and invoices, did budget coding of Amex charges and monthly billing in Iprocurement. Supervised and submitted W9s and all new vendor forms to the AP Department for approval.
- Developed a Covid mitigation plan for keeping crew and cast safe when on location shooting. Made recommendations to continue testing for all crew and cast 3 days prior to attending any shoots and on the day of the shoots. Advocated for better Covid protocols with the Safety and Security Team.
- Put together bids and budgets for large and small projects with a variety of deliverables with tight turnarounds. Gather multiple bids for large live events and negotiated rates.
- Raised awareness of the importance of the Spanish-speaking market not just within the NAM region but globally. Demonstrated that the videos that I produced in Spanish got more views and downloads than the English ones.
- Created Director's shot lists, and call sheets as well as production calendars and collaborated with Sr. Project Manager.
- Actively participated in a Committee to reform Processes and Responsibilities and was an active member of the DEI Group.
- Formed part of the Spanish Language and Translators Team and made recommendations for use and translation of Spanish words into English. Made valuable recommendations for improving processes, branding consistency, and Spanish translations, and protocol especially where Legal Department approval is needed and cutting out unnecessary steps that are time-consuming and delay timetables.
- Collaborated with the Design and Photography Teams and made recommendations to the Sr. Manager of Video and Event Productions to partner up with the Design Team for efficiencies and to share media assets and for consistency with strategic branding.

## **Executive Producer, VFXLA.com, Culver City, CA**

**(Jan 2018-June 2021)**

- Produced every project ENG & SPA from inception through completion. Created creative briefs and production schedules after each client meeting and gathered approvals.
- Pursued and developed local and international business accounts.
- Created sales and promotional packages and presentations for sales pitches and new business development.
- Handled all aspects of post-production, including audio mixing and recording sessions. Oversaw the post-production teamwork.
- Managed client services in ENG & SPA, covering all their needs and expectations.
- Compiled monthly sales revenue reports, completed jobs, new accounts obtained and handled sales expense reports.
- Coordinated conference calls in ENG & SPA with Creative Team and Owner to promote production services locally and abroad such as Latin America and Europe and Asia.
- Handled all invoicing and billing payments, issuing purchase orders, and managing all outreach to local community and vendor relationships.
- Created substantial annual revenue for the company by bringing in new accounts and maintaining excellent relationships with clients.

## **Executive Producer, Nadia Films, Los Angeles CA.**

**(Nov 2013 - Dec 2017)**

- Worked as Senior Producer at Nadia Films, managed all client services, and branding elements, and supervised the editing of company demo reels.
- Coordinated conference calls with Creative Team and Clients.
- Created a budget template and put together all budgets for clients.
- Selected directors to present to client based on the job requirements and skilled needed as well as level of talent. Negotiated their director rates.
- Organized all production meetings and put together pre-production books.
- Researched new technology and available innovative equipment keeping the clients abreast of the best production services in the global markets.
- Interviewed, checked references, and hired all members of the Crew locally and abroad.
- Handled all aspects of sales and promotions and public relations with the press.
- Managed all billing matters, invoicing, creating purchase orders and production budgets, negotiating rates and fees, and getting discounts for clients.

## **Broadcast Producer & Project Manager Pacific Communications, Costa Mesa, CA. (Mar 2012 - Nov 2013)**

- Post-produced and supervised all the Editorial aspects of Latisse TV spots. Hired the post-production company in New York. Handled all the Union talent renewal of contracts. Managed all the invoicing and billing as well as the legal department for Allergan and multiple client revisions and modifications to the TV spots.
- Worked with Pharmaceutical accounts: Latisse, Juvederm, Botox, and Naturelle.

**Bilingual Broadcast Producer, Grupo Gallegos, Huntington Beach, CA (Sept 2010 - April 2014)**

- Produced TV spots for Latisse-Allergan at Pacific Communications, and Radio and viral campaigns that got over 135,000 hits on YouTube at Grupo Gallegos and Digitas in NY for Comcast, Target, Toshiba, Valvoline, Got Milk and Foster Farms.
- Managed schedules for Acct Group and Creative Team. Post-produced for multiple accounts simultaneously, directed talent, trafficking of spots and billing. Reviewed bids and directors' treatments and presented recommendations to Creative Team. Handled challenging budgets with tight deadlines and delivered on time. Created a 'bible', production guidelines, to reference and track jobs for all freelance producers.
- Won 7 Gold Clios, 2 Addy's in 2015, Gold Palm D'Or at Cannes 2014 and Gold Sol for an Alzheimer's campaign with Grupo Gallegos Creative Team.

**Executive Producer/Owner, NADIAREPS.COM, Los Angeles, CA (Nov 2008 - Apr 2010)**

- Represented over 12 top-notch production, animation, VFX, music, and editorial companies doing sales and promoting their brands.
- Produced an award-winning comedy short film, "Ending-Up" Dir. Paige Morrow Kimball starring Matt Lescher and Jenica Bergere.
- Directed, produced, wrote, and edited a short film "Behind Closed Doors." Created PSA for Salesian Boys and Girls Club of East LA with Michael Pena.
- Produced two PSAs for CHIRLA, the Coalition for Humane Immigrant Rights of Los Angeles, with Salma Hayek promoting immigrant reform and another for reporting hate crimes.
- Directed, and produced a promotional video for Film Garden Entertainment, benefiting non-profit Esperanza Community Housing Corp in Downtown LA, and used as a fundraising tool.

**Interactive Bilingual Producer/Project Manager, alPunto Advertising, Tustin, CA (Jun 07 - Oct 2008)**

- Interactive Producer/Project Manager at alPunto Advertising, produced TV, Radio spots for Time Warner Cable, Daisy Sour Cream, Freeway Insurance, Delimex, Farmer John, Hilton Garden Inn, Ringling Bros and Print for Jim Beam. Traveled abroad and hired local prod companies and talent for shoots. Brought in new business accounts and did Account management with the Daisy Sour Cream client.

**Line Producer/ Sales Rep, La Banda Films, Beverly Hills, CA (Oct 2005 - May 2007)**

- Worked as Line Producer /Sales Rep at La Banda Films, managed all client services, branding, and edited company demo reels. Brought in big-budget new accounts and was key contact with ad agencies. Coordinated special events to promote location services in foreign countries. Created itineraries for Producers traveling abroad for shoots.
- Wrote directors' treatments for feature directors Luis Mandoki, Rodrigo Prieto, and Rodrigo García, that won them TV jobs for AT&T, Walmart, Tecate, Comcast, Southwest Airlines, Taco Bell, Budweiser, Pizza Hut, Cuervo. Researched new directors to recommend to President/EP Roberto Schneider. Worked on Casting "Tear Out My Heart" that short-listed for Best Foreign Film at the Oscars.

**Sr. Producer, Davis-Elen/ Castells Advertising, Los Angeles, CA (Feb 2002 - Sept 2005)**

- Managed Broadcast Dept. and Traffick. Produced TV and Radio campaigns from inception to completion for CSK Auto Parts, Dole, Health Net, Toyota, McDonald's, Las Vegas CVA, Mervyns, Comcast, LA CABLE Co-Op, Charter Communications, Time Warner Cable, ICI Paints, Knotts Berry Farm and HBO. Liaison with all vendors, SAG and AFTRA. Handled talent contracts, business affairs, and music licensing. Supervised post-production, audio recordings, music arrangements/scores, live-action and animation. Generated production estimates and managed timelines.
- Awarded best spot for a Mervyns' Back to School campaign by the So. California Broadcasters Association.
- As Senior Manager worked closely with CEO/President, Liz Castells and all Departments, Acct Directors, and Media Buyers, including HR, when recommending freelancers and interviewing new Creative Directors. Pitched new business and helped win 19 of 20 new accounts: Comcast, Time Warner Cable, HBO, Charter Communications, Adelphia, Cox, Mervyns, Dole, Lindora, and ICI Paints.
- Made a promotional corporate demo reel that involved filming all members of The Team both at Davis-Elen as well as Castells; this was an instrumental tool for new business pitches.

**Agency Producer, CASTOR ADVERTISING, Miami, Florida (May 1999 - Jan. 2002)**

- Produced all TV, Radio, TV and Print for Budweiser, Bud Light, Bacardi, Castrol North America, Kmart, GMC and Pontiac.
- Organized timetables and pre-pro meetings. Managed different budgets, generated estimates, and supervised billing. Hired production companies, presented multiple bids, and handled Cost Consultants.
- Negotiated terms and conditions of talent buy-out contracts. Directed editorial and audio sessions.