

MARC LONGBERG

Agoura Hills, CA | 310.678.6987 | inthebiz@mac.com | www.go4marc.com | www.linkedin.com/in/go4marc

PRODUCER | HEAD OF PRODUCTION (LINE PRODUCER, CREATIVE PRODUCER, POST-PRODUCER)

Accomplished Producer with 24 years in CREATIVE SERVICES, PRODUCTION, and POST PRODUCTION with specialized experience in television, commercials, and short film production.

Freelance Producer | Television, Commercials, Short Films & Social Media | 2005-Current

Fiscally conscious, creatively driven, expertise in Live action, special effects, animation, casting, single and multi-cam, studio and location production with a full contact list of top talent and utilizing best practices and exceeding expectations.

- **Film and Television Production:** From inception to completion, supervise all aspects of **physical** television production process including **bidding, budgeting & budget actualization, casting, creative, financial, logistics, post-production, scheduling, technological, and administrative.**
- **Union/Non-Union:** Relationship building and maintenance; Diplomatic and appropriate engagement of extensive contact list, depth of knowledge of talent and crew capabilities and specific suitability for key hires on each project. Depth of Understanding of CA, Federal Labor Laws and all Union Rules.
- **Technical Proficiencies:** Adobe Creative Cloud, Apple Creative Cloud, AVID, Movie Magic Budgeting and Scheduling, Showbiz Budgeting and All AICP Budget Programs and an Intimate knowledge of ever-evolving film equipment.

Creative Producer and Post Supervisor | Retirement Films | 2015-2016

Production Company of record creating two years of Broadcast, Internet, Print and Radio campaigns working directly with the Creative Director of Sally Beauty. The broadcast spots first aired during Project Runway commercial breaks.

Creative Producer and Post Producer | Lexus Short Films, The Weinstein Company | 2013-2015

Selected to work directly with the COO providing ground-up production oversight of branded, high-quality film series shot in the US, Japan, China, Europe and New Zealand highlighting luxury lifestyle Lexus brand while revivifying short-form filmmaking genre. Concurrently created seven international short films. The first five films premiered at the Cannes Film Festival in 2014. And many of the films went on to win Awards on the Oscar qualifying film circuit.

- **Leadership:** Supervised creative process between executives at TWC and Lexus. Working with TWC and Lexus to ensure the project met the high standards of both companies.
- **Budgeting:** Managed \$5M plus budget. Expert use of Custom Movie Magic budgeting program to create detailed, 50-page plus budget templates; Superintended and championed close adherence to daily and overall budgets.
- **Director Search:** Innovated process of researching, vetting, and selecting emerging directors in unique territories (Japan, China, Asia Pacific, Europe and USA) to meet TWC/Lexus Global criteria for vision and innovation.
- **Negotiation:** Contracts and deal points; Liaise among labor attorneys and in-house lawyers, directors, crew, talent and vendors while running Production/Post Production on seven films concurrently.

Creative Producer and Post Producer | Beachbody | 2011-2012

Beachbody in-house production and post-production responsible for infomercial production, live event production, post-production, casting and contracts. Produced infomercial for a new weight loss program for successful launch of "Ultimate Reset" program (over 200M).

Head of Production, Creative Producer and Post Producer | get it... pictures | 2005-2011

get it... pictures specialized in Celebrity Promos, Commercials and Post Production. Pioneered production of mobile first content for SONY Pictures Television International for their exclusive James Bond campaign (19 Films) as well as an international campaign for mobile broadcasting "Ripley's Believe it or Not" extensive archive into digital content.

Please see www.go4marc.com for my Producing reel. References and extensive credit list available upon request.

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EDUCATION

B.A. Criminology Minor, State University of New York, University at Buffalo, Buffalo, NY

SELECTED PROJECTS: COMMERCIAL PRODUCER

Hyundai “Question Everything” – Riverside Entertainment, Agency: Disney Creative Works – Director: Nic Restrepo
TD Ameritrade “Trading Obsessed” – The Sweetshop, Agency: HAVAS – Director: Campbell Hooper
Verizon 5G “Download Drills” w/Rob Gronkowski – Interrogate, Agency: R/GA – Directors: The Fines
Verizon 5G “Download Drills” w/Sterling Shepard – Interrogate, Agency: R/GA – Directors: Zimbalist Brothers
Verizon 5G “Download Drills” w/Randy Moss – Interrogate, Agency: R/GA – Directors: Zimbalist Brothers
Verizon 5G “Download Drills” w/Keyshawn Johnson – Interrogate, Agency: R/GA – Directors: The Fines
Apple “Virtual Reality” – Jaunt Studio, Client Direct – Apple, Director: David Rosenbaum
Subaru “Ascent Launch” – Interrogate, Agency: Carmichael Lynch, Director: Paul Gay
Toyota Highlander – Spears and Arrows / Agency – Burrell / Director – Phil Brown
Intuit / QuickBooks “Backing You” – Interrogate, Agency: TBWA Chiat Day, Director: Michael Marantz (Shot in NYC/LA)
Gillette “Go Ask Dad” – Interrogate, Agency: Townhouse, Director: Michael Marantz
Nintendo – Interrogate, Agency: Deutsch Los Angeles, Director: Paul Gay
Toyota Rav 4 – Interrogate, Agency: MMB, Director: Paul Gay (Shot in Austin, TX)
Old Dominion – Interrogate, Agency: Bernstein Rein, Director: Eric Trembl
Toyota Prius Prime – Brand New School, Agency: Saatchi and Saatchi, Director: Brumby Boylston
US Cellular – Brand New School, Agency: Mullen Lowe, Director: Brumby Boylston
Universal Pictures (Girls Trip Movie) – Ignition Films, Client: Universal Pictures, Director: Jay Lehrfield
Universal Pictures (Atomic Blonde Movie) – Ignition Films, Client: Universal Pictures, Director: Josh Oreck
Tide – 3rd Street Mining Co., Agency, Saatchi and Saatchi, Director: Neil Tardio
McDonalds – Third Street Mining Co., Agency, Arnold Worldwide, Director: Neil Tardio
Interstate Batteries – Interrogate, Agency: Firehouse, Director: Paul Gay

SELECTED PROJECTS: TELEVISION PRODUCER & POST PRODUCER

Rock the Troops – 2017, Casey Patterson Entertainment, Don Mischer Productions, Director: Michael Blieden
Murad – 2016, Infomercial, Strand Creative Group, Director: Don McSorley
Real Appeal – 2015-2016 Season 1 & 2 (32 Episodes) - Joy Factory, Director: Natalie Barandes
Ultimate Reset – 2012 Infomercial, Beachbody, Creative Director: Natalie Barandes
Beachbody Coach Summit – 2012 4-Day Event Live Event, Beachbody, Creative Director: Natalie Barandes

REFERENCES

Katarina Urban – Executive Producer, TBWA \ Chiat Day says:

Marc will forever be one of my favorite people in the industry. I had the great pleasure of working with him on a particularly challenging project, not only did he have a solve for everything thrown at us and a comfortable way out of some seriously compromising situations, he's calm the entire journey and always has a smile on his face. He's an amazing producer, a great partner and a wonderful human being.

Karen Kaiser - Vice President, National Advertising for Domino's Pizza says:

"Marc is the consummate production professional. We did some really unique, challenging spots together and they came off without a hitch. Not only is he all over the details but he also sees the big picture. He's a smart, thoughtful, production partner."