

Shelby Ross // Executive Producer

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// Dramatically grown and expanded production companies by generating significant new business and managing major brand relationships. Focused on creative + strategic excellence, mentoring teams and operations. Creating workflow systems for: Strategy, Creative, Production and Financing. Delivering campaigns for all platforms, social, experiential, event and trade show - for international domestic markets in an evolving advertising + media landscape.

// Roles + Responsibilities:

- Mentor brand, client and agency relationships, creative services, profitability.
 - Negotiate multi-million dollars of revenue per year, production through distribution.
 - Manage hundreds of Employees, Staff, Freelancers, Strategy, Creative, Sales, and publicity.
 - Organize profitability production and marketing reports highlighting performance and conversion.
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EXECUTIVE PRODUCER // Sibling Rivalry Films 2016-Present

Awards: Promax, AICP

- In less than 4 years, quadrupled largest divisions revenue - to \$20m annually.
 - Successfully managed, increased brand and client direct opportunities 30%.
 - Work with some of the largest brands in the world.
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EXECUTIVE PRODUCER // Fine Films 2013-2016

Awards: Academy Award

- Tripled the revenue for this film company by bringing in major commercial clients.
 - Dramatically increased number of retained clients and profitability
 - Co-Producing a Broadway Play, that is currently in development.
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EXECUTIVE PRODUCER // Persuade + Influence 2010-2013

- Grew multi-year partnerships and distribution of content.
 - Created experiential campaigns, films, videos, and digital media.
 - Identified director + creative talent, contributing to \$3M growth in revenue.
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EXECUTIVE PRODUCER + PRODUCER // Rabbit Content 2008- 2010

Awards: AICP, One Show

- Managed brand, client + agency relationships.
 - Manage sales, PR, press and archiving of digital assets.
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LINE PRODUCER // 1996- 2008

Awards: Cannes, AICP, Clio

- Produced over 500 commercials, films, social and experiential content.
 - Worked with more 50 production companies, agencies, brand and clients.
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BOARD MEMBER // Association of Independent Commercial Producers East 2019-2021

- Member of Industry setting board that establishes protocol, rules, and regulations for conduct.
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STILL PHOTOGRAPHER // Getty Images 1996-Present

- Getty Images hosts photographic work for purchase, distribution, licensing and gallery shows.