

ADRIANE ZAUDKE

OVERVIEW

Creative minded, technology obsessed, production leader & problem solver with 15+ years experience leading production for award-winning campaigns in gaming and tech with roots in feature films. Passionate about working with top brands, I am a unicorn that bids, produces, and post-produces multiple projects on time and budget at scale. Adept at managing cross-functional teams, optimizing resources, and bolstering communication throughout all phases of production.

EXPERIENCE

Ayzenberg Group, Pasadena, CA – Senior Producer

OCTOBER 2020 – OCTOBER 2024

- Lead VFX-heavy large-scale live action digital projects with budgets ranging from \$200,000 to \$3,000,000 for agency's top brands.
- Fostered and ensured collaboration between various teams within the agency from media and influencers to creative stakeholders and more.
- Bid, produced, and post-produced all live action + VFX projects from end to end, ensuring timely delivery to spec. Paired top brands with top directors/ DPs/ VFX to push innovation, creative, and engagement.

The Walt Disney Company, Glendale, CA – Executive Producer

JULY 2016 – JANUARY 2017

- Drove production portfolio of 15+ concurrent projects with over 25+ creative and production staff. Developed branded content showcasing Disney talent, promoting IP, with focus on expanding brand partnerships.
- Inspired and motivated cross-functional marketing teams to achieve a shared vision, streamlining pre-SOW process and positively impacting sales and production budgets. Navigated challenging client dynamics.
- Managed a team of six producers, ensuring clear communication and efficient workflows between sales, creative, and production departments.

Astronauts Wanted/ Sony BMG, Hollywood, CA – Creative Producer

OCTOBER 2015 – APRIL 2016

- Packaged built-to-sell projects, leveraging relationships with creators, actors, & directors to create platform-agnostic content.
- Led creative + production pipeline for lifestyle, CPG, and tourism clients. Created several incubator series with crossover talent. Grew team from 8 to 15+ creatives & production staff, expanding company's production capabilities, and speeding up the RFP process.

Studio71, Beverly Hills, CA – *Executive Producer*

MARCH 2014 – SEPT 2015

- Partnered directly with Estée Lauder's Global Marketing leadership, Produced over 200 videos in 18 months. Increased channel viewership by 25%, from 5 Million views a month to 20 Million views a month.
- Conceived, pitched and produced several innovative digital series & experiential events for Gen-Z and Millennial audiences.
- Hired top digital stars like Lily Singh to headline serialized content, reduced overhead costs 20%+, and decreased production timelines by 30%+.

Freelance, Los Angeles, CA – *Line Producer | Producer*

JULY 2009 – JANUARY 2014

- Fundraised and produced an array of productions such as features, commercials, music videos, and digital series. Negotiated contracts with writers, directors, and actors. Packaged projects, attracted investors, and hired key department positions. Created budgets and schedules.
- Produced 3 Award-Winning independent features, collaborated with Academy Award-winning writers and directors.
- Lead production for dynamic creative campaigns for Fortune 500 tech and CPG brands (\$1m-5M budgets), choreographed multiple fundraising campaigns and comprehensive business plans for potential investors.

Das Films, Santa Monica, CA – *Creative Executive*

2006 – 2008

- Optioned novels by Paulo Coelho, Chris Buckley among others & hired award-winning screenwriters to adapt them. Oversaw the day-to-day creative development of 15+ titles.
- Headed creative meetings, pitched project slates to co-production companies, and monitored development finances. Mapped viable marketing strategies for distributors. Negotiated contracts, and packaged projects.

SKILLS

- Solid knowledge and experience of hands-on project management in Production, VFX, and Animation.
- Excellent communication skills. Strong negotiator. Strong team player
- A passion for groundbreaking projects, particularly at the intersection of advertising and branding
- Strong desire and ability to be a change-agent, providing experience driven recommendations, solutions, and a positive voice
- Comfortable working in a fast-paced environment, within diverse cross-functional teams, on multiple projects at once
- Exceptional level of communication, presentation and interpersonal skills
- Proven leadership ability – able to motivate and inspire a team, and to lead by example

- Strong analytical skills and the ability to troubleshoot complex situations
- Extensive bidding, budgeting, and scheduling experience.
- Experience with AI software and project management software: LLMs such as Claude3, ChatGPT-4o, PaLLM3, Llama3, Monday.com, etc.

EDUCATION

Brooks Institute of Photography – *Bachelor of Fine Arts Degree*

SANTA BARBARA/ MONTECITO/ VENTURA, CA

I studied Cinematography from some of the finest Still Photographers alive.

AWARDS

CLIO GOLD WINNER, Pokemon 25th Anniversary Video

The Pokémon Company Int.

Pasadena, CA

2021

BEST OF THE FEST, “Gone Doggy Gone” feature

FirstGlance, Dances with Films

Los Angeles, CA

2014