



AVIELLE HEATH

PRODUCER

ABOUT ME

Emmy Award-winning leadership skills paired with a decade of experience managing and mentoring diverse groups with consistent success.

Passionate about helping crews and clients by creating positive and productive environments.

EDUCATION

Western Washington University
BA in Humanities and Social Sciences
Major- Non-Profit Management
Minor- International Business

CLIENTS

- Microsoft
- Amazon
- Facebook/Meta
- Universal Music Group
- Les Schwab
- Zulily
- Johnson & Johnson
- Ogilvy
- Cadbury
- Mackie
- Driscoll's
- Capital One
- Dove
- Paccar



To see more work experience visit WWW.AVIELLEHEATH.COM

WORK EXPERIENCE

Executive Director

Bellingham Film | 2013 - Present

- Founded Bellingham Film, an organization devoted to the development of the film industry north of Seattle. We offer networking opportunities, training sessions, mentor-ship and assistance with productions of all levels.
- Manage and oversee annual budget
- Identify and develop strategic programs to support filmmaking in Whatcom and Skagit counties
- Raise community awareness regarding filmmaking resources available to professional and amateur production companies

Producer | Production Designer

Hand Crank Films | 2012 - 2022

Producer

- Coordinate all logistics for shoots, including communications with client, HCF staff, crew, talent, locations, and additional vendors
- Create and manage production budgets ranging from \$15k to \$400k, ensuring a high-quality product that is delivered on time
- Conduct casting calls, auditions, negotiate contracts with agents, all while working within union guidelines
- Organize location scouts, negotiate contracts with property managers, secure insurance, and assess risk for all aspects of production. Develop a plan for utilization of location for production
- Manage crew on set, serving as assistant director when needed
- Respond and resolve unforeseen circumstances with expediency and the best possible outcome in mind
- Serve as director for interview based projects

Production Designer

- Work with the director to create an overall look and feel of the film
- Manage all aspects and team members of the art department
- Create a detailed plan of action for set-up, tear down, and filming needs for each scene
- Create, track, and finalize the art department's budget

Field Producer

Variant | 2018 - 2022

- As field producer, I serve as producer, director, and assistant director on set. As the sole representative of the production company on set, I manage client needs, crew, talent, and creative direction
- Create and manage timelines, schedules, daily reports, and other processes for multiple projects being produced in parallel
- Field produced doctor profile videos for Skagit Regional Health



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PRODUCER

WHY WE SHOULD WORK TOGETHER

- ▶ Exceptional listener and communicator who effectively conveys information verbally
- ▶ Extensive competency with critical business applications, including Excel, Teams, Asana, and other programs
- ▶ Highly analytical thinker with demonstrated talent for identifying, scrutinizing, improving, and streamlining
- ▶ Adaptable delegator who thrives in environments requiring ability to effectively prioritize and juggle multiple tasks
- ▶ Goal-driven leader who maintains a productive climate and confidently motivates, mobilizes, and coaches teammates to meet high performance standards
- ▶ Results-driven achiever with exemplary planning and organizational skills, along with a high degree of detail
- ▶ Innovative problem solver who can generate workable solutions and resolve issues
- ▶ Resourceful team player who excels at building trusting relationships with colleagues and clients



WORK EXPERIENCE

Meta - *Escaramuza Dancer* - Documentary

Production Coordinator | Aguitainc | March 2022

- Sourced and secured vendors, onboarded more than 60 crew members, sustained communications and worked within a \$100k+ Budget
- Coordinated locations, interviewees, horses, dancers, props
- Secured permitting, COVID-19 testing, booked travel & lodging for client and out-of-state crew

Climate Pledge Arena - *Venue Intro for Coldplay*

Line Producer | DP Drones | October 2021

- Produced the intro drone shot for the opening of the Coldplay concert for the inaugural Climate Pledge Area event. Unprecedented continuous drone shot from the top of Space Needle to ground level, through pedestrian areas, ending at CPA entrance before flying inside the arena
- Coordinated with CPA facility and marketing teams, city permitting, Seattle Center staff, the Space Needle staff, Coldplay's broadcast director, marketing team, and visual observers

Facebook - *Aria Glasses*

Line Producer | Alchemy Creative Inc | September - October 2021

- Managed and oversaw a \$400K budget, hired crew, scouted and managed locations, including an ocean scene
- Handled permitting, coordinated prop and vehicle rentals, established water-safety protocols for crew and talent in separate boats

Dove Men+Care - *Father's Day 2021*

Production Manager | Tripp Kramer Productions | May 2021

- Remotely worked with an out-of-state director via Zoom during the shoot, hired local crew, organized all shoot logistics
- Guided interview prep and developed interview questions for talent

Halls Cough Drops 2020 ad series

Production Coordinator | Run Jorge Run | October 2020

- Onboarded more than 50 crew members, secured and communicated with key vendors
- Coordinated live stream of director from Italy and clientele across US throughout shoot

NF - Music Video - *Lost ft. Hopsin*

Line Producer | Universal Music Group | September - November 2019

- Line produced music video with 31M+ views
- Planned and field-produced mountain shoot at 25K ft elevation
- Coordinated mountain range locations across US and Canada, arranged travel and lodging, sourced and shipped props

Capital One - *Eno Launch & additional videos*

Producer | Capital One | 2018 - 2019

- Onboarded crew, secured and communicated with key vendors in cities across the US
- Coordinated locations, interviewees, props, and permitting
- Managed budgets ranging from \$75K - 200K per video

With 10yrs experience working in the industry, I've had the pleasure of working on feature films, short films, TV shows, music videos, commercial and corporate projects. To see more work experience visit www.avielleheath.com