



MORGAN PATERWICH

HEAD OF PRODUCTION | CREATIVE STRATEGIST | PRODUCER

About

My extensive background in marketing and advertising spans across various platforms, including web, print, photo & video production, social media, and event coordination. I excel in planning and organizing processes and events, leveraging a creative mindset to enhance design and branding. With a deep-rooted passion for the creative industry, I firmly believe that attention to detail and collaboration are paramount for achieving success.

EXPERIENCE

HEAD OF PRODUCTION

Spiracle Media | July 2021 - March 2024

- Guided the creation of short films and original content, contributing to ideation, creation, and art direction while directing production strategies for client commercial projects. Managed internal teams for client work, ensuring project timelines and shoot schedules were adhered to from pre to post production. Additionally, developed and executed creative strategies aligned with business goals, collaborated with cross-functional teams, and contributed to brand strategy and consistency.

PRODUCER | VIDEO PRODUCTION COORDINATOR

TTI Floor Care North America | January 2021 - July 2021

- Oversaw the creation of video content for distinguished brands such as Hoover, Oreck, and Dirt Devil, managing all production aspects including coordinating freelance crew and post-production vendors, scouting locations, and overseeing project management and deadlines. Also, provided support in art direction and set design, as well as talent casting and wardrobe coordination.

ASSOCIATE PRODUCER

Spiracle Media | February 2019 - January 2021

- Handled client accounts and video projects from start to finish, working with notable clients such as Atrium Health, Barings, Honeywell, and Lowe's Home Improvement. In addition, supported the development of internal marketing, brand experiences, and social content strategies.

ACCOUNT EXECUTIVE

Theory House | July 2017 - February 2019

- Managed client accounts for digital, photo, and print projects, working with established brands such as Boar's Head, Frank's Red Hot, Google, McCormick & Co., and Pepsi/Starbucks.

ACCOUNT EXECUTIVE ACCOUNT MANAGER

BRK Global Marketing | October 2014 - July 2017

- Supervised client accounts for a variety of projects including digital, event, out-of-home, photo, print, web, and video, collaborating with prominent clients such as Anthony & Sylvan Pools, Benchmark Electronics, Lucky Clays Fresh, Helen Adams Realty, and Northeast Tool.

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EDUCATION

BACHELOR OF SCIENCE IN COMMUNICATION

SOCIAL MEDIA MARKETING CERTIFICATE

Ohio University | Athens, OH

2010 - 2014

SKILLS

- Account & Project Management
- Brand Strategy
- Content Curation
- Creative Direction
- Design
- Ideation & Moodboard Creation
- Leadership
- Organization
- Process Creation & Activation
- Production Coordination

CLIENTS

- Anthony & Sylvan Pools
- Atrium Health
- Boar's Head
- Delta Faucet
- Dirt Devil
- Frank's Red Hot
- Google
- Hoover
- Honeywell
- illy
- Lowe's Home Improvement
- McCormick & Co.
- Oreck
- TIAA
- Tyson Foods