


# Rachel Johnson

Commercial producer driving ROI through creative campaigns

A dynamic producer with seven years of experience managing high-impact commercial projects for global brands. Adept at balancing creativity with business objectives to achieve measurable results.

## CONTACT

 (123) 456-7890

 email@example.com

 LinkedIn | Portfolio

 New York, NY

## EDUCATION

Bachelor of Science in Marketing  
New York University, New York,  
NY  
May 2014

## KEY SKILLS

- Campaign strategy
- Client relations
- Budget oversight
- Team leadership
- Performance analysis

## PROFESSIONAL EXPERIENCE

COMMERCIAL PRODUCER | BRIGHT IDEAS AGENCY, NEW YORK, NY  
APRIL 2016 – PRESENT

- Produced over 30 commercial campaigns, increasing client ROI by an average of 20%
- Direct creative teams and ensured alignment with client branding objectives
- Manage budgets of up to \$2 million while delivering projects on time and within scope

PRODUCTION ASSISTANT | ADWAVE MARKETING, NEW YORK, NY  
JUNE 2014 – APRIL 2016

- Supported producers in coordinating logistics and scheduling for commercial shoots
- Conducted market research to inform campaign strategies