

MEGAN KING

SENIOR PRODUCER

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OVERVIEW

Seasoned Line Producer with over 15 years of experience leading commercial, editorial, and branded content productions across digital, print, and broadcast. Skilled in managing large-scale budgets, executing complex photo and video shoots, and aligning cross-functional stakeholders. Known for proactive problem-solving, on-set leadership, and delivering high-quality assets on time and on budget. Passionate about storytelling, studio excellence, and supporting talent and crew in dynamic production environments.

CAREER HIGHLIGHTS

- **Produced a variety of commercial and editorial projects** for top brands, including Coca-Cola, Nike, Delta, and NFL Films.
- **Managed budgets from \$30K to \$1M+**, consistently delivering projects on time and within scope.
- **Negotiated vendor rates**, securing up to **30% cost savings** while maintaining creative quality.
- **Oversaw SAG/talent compliance** for large-scale shoots, including celebrity campaigns and Super Bowl spots.
- Led award-winning campaigns, including **ADDY Gold** for CG Insurance's "Aunt Angie" and **ADDY Silver** for Grady Health's "Atlanta Born Now Raised."

WORK EXPERIENCE

Line Producer

Freelance / Independent Contractor - 2017-2019, 2020-2022, 2024-Present

- Led production for integrated marketing campaigns, including **EPKs, OOH, social, and gallery photo shoots** for major brands.
- Managed end-to-end production for multi-platform content (**film, digital, social, and print**) with budgets up to **\$1M+**.
- **Reviewed and approved POs, petty cash, and final reconciliations** in compliance with AICP and client audit standards.
- **Negotiated** freelance crew and vendor rates, achieving significant cost savings while **maintaining creative standards**.
- **Partnered with executive-level clients** (e.g., Coca-Cola, Lowe's, Delta) to align creative, legal, and financial objectives.
- Sourced **top freelance talent (local and non-local)** for studio and location shoots, building strong vendor relationships.
- Provided on-set production support, including **set pre-lights, strikes, and equipment logistics** for high-pressure shoots.

Senior Line Producer

Test Tube Productions - 2022-2024

- **Managed complex production budgets** (\$50K–\$750K) and reconciliations, and aligning financial goals across cross-platform campaigns.
- Developed production calendars to **synchronize client deliverables** with internal creative schedules.
- Collaborated with directors and creatives to **develop bids** and production calendars that met both vision and logistical needs.
- Oversaw **casting and talent booking** processes, including SAG/talent compliance, union onboarding, and contract execution..
- **Implemented efficiency workflows** to improve communication and project delivery across departments.
- Produced **multi-platform campaigns**, ensuring seamless integration of photo, digital, and broadcast content.

Video Producer

CreativeDrive - 2019-2020

- Led daily production logistics, **client communications**, and stakeholder reporting for high-volume campaigns.
- **Directed low-budget productions with high profit margins**, balancing creative needs and financial targets.
- Co-led production for **youth-focused content**, including kids' on-figure shoots alongside senior creative teams.

Production Manager

Freelance / Independent Contractor - 2013-2017

- Oversaw production budgets from \$30K to \$800K+ across broadcast and digital campaigns.
- Ensured all union and non-union payroll was processed accurately and on time.
- Created all paperwork including COIs, SOWs, permits, and call sheets.

SKILLS

INTERPERSONAL

- Clear written & verbal communication
- Team Collaboration
- Leadership & Motivation
- Conflict Resolution
- Proactive problem-Solver
- Client Relations
- Vendor Relationship
- Attention to Detail

TECHNICAL

- Budget & Cost reconciliation (AICP, Hotbudget)
- Production Scheduling & Logistics (Asana, Google Suite)
- Vendor & Talent Management (COIs, SOWs, SAG compliance)
- Creative Collaboration (Adobe Creative suite, Google Suite, Apple OS)
- Financial Reporting (Webvantage, Concur)
- Studio Management & Digital Asset Management

EDUCATION

University of Nebraska - Kearney Bachelor of Science, Communications

2018-2023

Phi Eta Sigma

Honors Society member

Lambda Pi Eta

Communications Honors Society member