

# S Sarah Spitz, MBA

S 132 Pleasant St Newton, MA 02459  
917.767.1433 sarahspitz1@gmail.com sarahspitz.com

## STATEMENT

I turn ideas on the page into stories that come to life. I am a seasoned creative leader and brand storyteller. Storytelling is what connects the human experience and that connection drives business.

I am a producer in my bones, a strategic thinker, writer, and problem solver, who helps companies differentiate themselves by engaging consumers with the brand at every touchpoint.

How? By putting the mission first; by listening, collaborating, leading, and following; by managing projects, teams, stakeholders, and budgets, on very short timelines, with very demanding expectations; by understanding that human insight, creativity, and empathy are the best tools to connect with people and to connect people with brands.

Please visit [sarahspitz.com](http://sarahspitz.com) to see my creative portfolio and learn how I use storytelling to make an impact.

## EXPERIENCE

### HEAD OF PRODUCTION, MANAGEMENT AND OPERATIONS

#### GYK ANTLER / WINDY FILMS / BIG BRICK PRODUCTIONS

BOSTON, MA + MANCHESTER, NH — JANUARY 2024 - PRESENT

I lead our the newly combined integrated production offering for GYK Antler, Windy Films, and Big Brick Productions, producing content for all GYK agency clients, as well as Production Plus+ projects for external agencies and brands.

Our work ranges from quick-turn social content to broadcast television, activations, and everything in between.

Overseeing a department of 20+ creatives, directors, producers, post-producers, I am responsible for pitching new business, revenue targets, and P+L for our departments, as well as growing and developing our team.

### VP, EXECUTIVE PRODUCER | INTEGRATED PRODUCTION

22SQUARED, ATLANTA (REMOTE) — DECEMBER 2021 - AUGUST 2023

Executive Producer on AdventHealth and Baskin Robbins. AdventHealth hospital system serves a large, distributed population with different internal stakeholders and different business objectives. I ensured consistency across outside partnerships, brand, and service-line work, driving towards patient volume for the communities AdventHealth serves. Baskin Robbins, a legacy brand writing a new chapter of fun, flavor, creativity, and bold use of social media to drive business. Everything is more fun with ice cream...except when it melts on camera.

### PRODUCTION + ACCOUNT MANAGEMENT + STRATEGY

BOATHOUSE GROUP, WALTHAM, MA — APRIL 2021 - NOVEMBER 2021

As Boathouse evolved into their version of an Agile workflow, client-facing account management and production became fully intertwined. I facilitated that intersection with a uniquely equipped skill set managing client relationships and campaign deliverables of all types for MassGeneral Brigham, the largest healthcare system in the northeast.

### VP, HEAD OF PRODUCTION - INTERNAL CREATIVE AGENCY

CITIZENS BANK, WESTWOOD, MA — JULY 2020 - APRIL 2021

Built the new in-house production department, managed three shooting studios for photo and video, two editorial rooms, one recording studio, and a growing team of creators reporting to me. Partnered with internal stakeholders across a 19,000 person company to develop internal and external facing content. Designed operations for the production department, including but not limited to, creative development, project scoping, scheduling and forecasting, production, post-production, business affairs, meeting all regulatory financial service compliance mandates.

## EXECUTIVE PRODUCER

### SARAH SPITZ PRODUCTIONS BOSTON, MA — APRIL 2016 - PRESENT

Created storytelling for branded content, video, broadcast, and activations. I lead multidisciplinary teams—large and small—to create media that propels brand growth. Expertise in building and managing teams, creative development, project scoping, production, post-production, business affairs, licensing, music, design, visual effects, artist/talent development and management.

*Agency and Client partners: Arnold Worldwide, Mullen, Hill Holliday, MMB, Boathouse, Viewpoint Creative, HBO, FX, Royal Caribbean, Angie's List, Huntington, Subway, Steward Hospitals, and more.*

## FOUNDER + CONSULTANT + SPEAKER + WRITER

### SPITZFIRE CONSULTING, BOSTON, MA — JULY 2019 - PRESENT

I help companies reimagine leadership development through new models of mentoring. When organizations learn to tap into their talent's greatest potential through the power of mentoring, they improve employee satisfaction, experience greater loyalty, less turnover, more profitability, and increase their diversity and leadership goals by creating new pathways to leadership for a new generation of leaders. Learn more: [www.spitzfireconsulting.com/#watch-the-video](http://www.spitzfireconsulting.com/#watch-the-video)

## VP, EXECUTIVE PRODUCER, HEAD OF COMMERCIAL DIVISION + HEAD OF BUSINESS DEVELOPMENT

### ZERO VFX, BOSTON, MA — DECEMBER 2013 - APRIL 2016

Zero VFX is a bi-coastal Visual Effects Studio specializing in feature films, advertising, and digital content. As executive producer, I managed our artists and producers, client relationships, project bidding, staffing, oversight, and workflow. In business development, I grew our client base and expanded our media offerings.

## VP, EXECUTIVE PRODUCER — JULY 2007 - NOV 2013

### GROUP HEAD - SENIOR PRODUCER — APRIL 2005 - JUNE 2007

#### ARNOLD WORLDWIDE, BOSTON, MA

Produced film, video, and other branded media, ranging from pro-bono to multi-million dollar domestic and international campaigns.

*Awards: Emmy Nomination, AICP, Cannes, Clios, D+AD, One Show*

*Clients: CVS, Fidelity, McDonald's, Progressive, Santander, RadioShack, Truth/Anti-Smoking.*

## FREELANCE + STAFF POSITIONS, AUG 1996 - MARCH 2005

Freelance	Producer	McCann	Assistant Producer
BBDO, NYC	Producer	McCann	Assistant Account Executive

## BOARD OF DIRECTORS + EXECUTIVE LEADERSHIP COMMITTEE

### MASSACHUSETTS PRODUCTION COALITION 2014-2018

Two-term elected board member. The MPC represents a diverse network of film and media professionals in Massachusetts, committed to furthering a favorable business climate for film, television, and commercial production.

## EDUCATION

**Bates College**, Lewiston, ME

B.A. English Literature, Creative Writing; Minor in Theater

**Berlin School of Creative Leadership**, Berlin, Germany, 2019

MBA, Creative Leadership

## THINGS THAT MAKE ME ME:

I believe that the devil IS in the details, that the perfect is NOT the enemy of the good, and that how you do anything is how you do everything. My favorite part of the job is mentoring rising producers. I've recently recovered from 5 knee surgeries in 4 years, and I still refuse to hang up my hockey skates, or skis, or bike shoes, or...