

CYNTHIA GRANER

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PRODUCER

A versatile and diverse content producer with a multi-media portfolio spanning commercials, branded content, feature films, and episodic narratives. Fosters a collaborative environment with a producing style that synthesizes production and creative to achieve aesthetically beautiful, thought provoking and entertaining works.

EXPERIENCE

COMMERCIALS & BRANDED CONTENT

PRODUCER of 30+ COMMERCIALS and BRANDED CONTENT MARKETING CAMPAIGNS

2010 - present

Oversee all aspects of creative, production, and agency / client services. Manage domestic and international productions, both union and non-union. Evaluate briefs to create bids, budgets and schedules. Source, interview and hire creative and production personnel. Brands include: P&G, Finish, Olay, Clearasil, Jet-Dri, Oster, Airborne, Simon & Schuster, Ancestry.com, and Mucinex.

HIGHLIGHTS

"Raising An Olympian" – International mini-doc series featuring forty-one P&G sponsored athletes across two seasons (London 2012 & Sochi 2014). Encompassed twenty-seven sports with multiple traveling production teams in twenty-one countries.

"From Cape Town with Love" – Groundbreaking video e-book concept from Simon & Schuster integrating live action vignettes with the e-book's text.

"Teenager" – Award winning commercial from competitive crowd-sourced marketing portal.

"El Agua Es Nuestro Futuro" – Empowering Spanish language series encouraging the Hispanic community to make their voice heard in the Central California water crises.

NARRATIVE

PRODUCER/CO-PRODUCER/LINE PRODUCER of 12 FEATURE FILMS and EPISODIC SERIES

2005 - 2014

Created and managed 12 feature films and episodic series. Generated script breakdowns, schedules and budgets. Supervised all components of development, production and post.

HIGHLIGHTS

"Stranded in Paradise" – Hallmark Channel original feature film. Highest rated & most watched original premiere at time of initial airing with over 1.6 million viewers.

"Leaving Barstow" – Independent feature film. Winner of Audience Award and Grand Jury Best Feature at Nevada City Film Fest. Winner of Audience Award at Newport Beach Film Festival.

EDUCATION

MASTER OF FINE ARTS (MFA) in Producing, from The American Film Institute, Los Angeles CA (2005)

BACHELOR OF ARTS (BA) in English, from Augsburg College, Minneapolis MN (2000)

KEY SKILLS

- Deliver projects on schedule & on budget
- Communicate effectively with executives, talent & crew
- Calmly manage multiple projects simultaneously
- Expertise in standard industry software including Hot Budget, Final Draft and Movie Magic Scheduling & Budgeting
- Flexibility to thrive in fast paced, changing environment
- Robust network of freelancers and vendor relationships
- Capable of inspiring teams by excellent leadership skill