

Whitney Rowlett

Producer for TV, Film, VR/AR, Theater, and Streaming

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Professional Summary

I am an experienced senior producer, creative producer and project manager for a wide variety of media projects, including but not limited to film, television, VR/AR, video games, stage performances, broadcast, and marketing packages. In addition to extensive experience as a logistical lead, I am a capable and experienced team lead for multidisciplinary teams in both in-person and remote capacities, and am comfortable managing international teams and navigating the logistical and cultural challenges. My background in line production and production management allows me to excel at complex, international logistical and operational processes, as well as budget and schedule creation, management, and reporting throughout the project lifecycle.

Skills

- ◆ Experienced team leader for international, domestic, cross-functional, and multidisciplinary teams
- ◆ Highly skilled at managing personnel, production and post-production workflows, and budgets
- ◆ Advanced level end-to-end vendor and contract management, including reporting and payroll management
- ◆ Experienced line producer and production manager for VFX, live action, and VR productions up to \$10M
- ◆ Experienced leading Agile and Kanban based teams
- ◆ Expert level international program management of up to six simultaneous projects
- ◆ Experienced creative lead, with extensive background in media, live theater, immersive events, and dance
- ◆ Thorough understanding and experience with production processes from concept to delivery
- ◆ Experienced with branded projects, traditional media, animation, VFX, VR, video games, and interactive events
- ◆ Experienced with union negotiation and contracts for IATSE, SAG-AFTRA, DGA, and Teamsters
- ◆ Experienced producer within the Unity and Unreal environments
- ◆ Experienced manager for post-production and VFX pipeline development
- ◆ Highly experienced in international operations, travel, and team management, including customs and visas
- ◆ Highly experienced with freelancer hiring and management
- ◆ Recipient of Primetime Emmy Award in 2013-2014 for The Amazing Race
- ◆ Member of the Emmy award winning teams for The Lizzie Bennet Diaries, and Emma Approved
- ◆ Member of “Google Spotlight Stories: Help!” team, which received Digital Lions at Cannes (2015)

Software Proficiencies

Operating Systems and Office Software

MS Office suite	UNIX / Linux	Windows OS
Google Workspace	Mac	

Budget and Creative Solutions

Movie Magic Suite	Hot Budget	frame.io
DaVinci Resolve Suite	Miro	Final Draft
Unreal Engine	Figma	
Unity	Adobe Creative Suite	

Project Management and Data Organization

Sharepoint	Confluence	Asana
Shotgrid	Bandcamp	Ftrack
Jira	Trello	Perforce

Professional Experience

Full credits available upon request

2010 - current

Counts to Nine Productions

Freelance Producer and Line Producer

- ♦ Collaborate with clients, production departments, directors, and other stakeholders to establish project goals, shooting and post schedules, and project budgets, as well as overseeing implementation of production plan and budget
- ♦ Serve as a creative producer as necessary, with an emphasis on collaborative and well-researched storytelling
- ♦ Oversee and lead production when on-set
- ♦ Lead production department throughout, including line producers, production coordinators, accounting, and office production assistants
- ♦ Develop and manage project budgets throughout project lifecycle
- ♦ Lead the hiring process, contract and union negotiation, and other staffing needs for the specific project needs and location; negotiate and manage third party and vendor commitments
- ♦ Serve as the primary point of contact for clients, Communicate with stakeholders to manage expectations and address any concerns, and provide regular project updates and progress reports to clients
- ♦ Review and facilitate delivery of final assets to clients and distribution channels

2022 - 2023

Territory Studio

Senior VFX Producer

- ♦ Collaborate with clients, internal teams, and other stakeholders to establish project goals, timelines, and budget constraints, then develop comprehensive project plans and coordinate across all departments and vendors
- ♦ Create and negotiate bid packages for various visual effects shots.
- ♦ Estimate costs for visual effects elements, including software licenses, hardware, labor, and third-party services, then negotiate with vendors and suppliers to secure cost-effective solutions
- ♦ Develop and manage project budgets throughout project lifecycle
- ♦ Assemble and lead project teams, delegate tasks and responsibilities effectively, and foster a productive and supportive work environment for international workgroups
- ♦ Oversee the technical aspects of visual effects production, including software, rendering processes, and quality control via internal and external regular reviews and evaluations
- ♦ Serve as the primary point of contact for clients, Communicate with stakeholders to manage expectations and address any concerns, and provide regular project updates and progress reports to clients
- ♦ Review and facilitate delivery of final assets to clients and distribution channels through coordination with internal and outside post-production teams

2017 - current

Red Nightfall Productions

Red Nightfall Dance Theater

Executive Producer

- ♦ In alignment with the Artistic Director, oversee development and execution of dance-based events and performances in the greater Austin area
- ♦ Oversee and lead production when on-set
- ♦ Research, develop, and implement budgets for the for-profit, non-profit, and project based budget plans
- ♦ Accurately manage and report financial statements for local, state, and federal agencies
- ♦ Develop and lead investment acquisition
- ♦ Manage and lead grant research and grant writing for 501(c)(3) arm of the company
- ♦ Lead business development as well as creation and implementation of internal policies
- ♦ Oversee and lead on-set and on-location production

2020, 2021, 2022

Midnight Sherpa

Producer

- ♦ Collaborate with clients, internal teams, and other stakeholders to establish project goals, timelines, and budget constraints, then develop comprehensive project plans and coordinate across all departments and vendors
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- ♦ Assemble and lead project teams, delegate tasks and responsibilities effectively, and foster a productive and supportive work environment for international workgroups
- ♦ Oversee the technical aspects of visual effects production, including software, rendering processes, and quality control via internal and external regular reviews and evaluations
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Other Relevant Positions

2017 - 2018 Edge Visual - VFX / VR Producer

- ♦ Focused on projection imagery, VFX bidding, dome projections, VR (realtime and 360 video)

2015 - 2016 Deluxe VR - VR Producer

- ♦ Specialized in VR projects
- ♦ Projects created in UE4 and 360 video production environments
- ♦ Produced for HTC Vive, Oculus, and Samsung Gear

2013 - 2015 Angel Valley Productions / Practical Magic - Line Producer, Production Manager, Producer

- ♦ Boutique production house specialized in complex, technology driven shoots
- ♦ Worked from development through delivery for multiple live-action projects
- ♦ Oversaw set operations, budgetary concerns, post-production, and other roles as needed on variety of projects and pitch presentations

Education

University of Texas at Austin - BA Anthropology

Harvard Extension School - MA Anthropology

Expected Completion: Spring 2026

Professional Scrum Master (PSM1) - In Progress

Expected Completion - Fall 2024

CTA Certified Travel Agent

Expected Completion - Fall 2024