



SENIOR PRODUCER

PROFILE

8+ years of production and entertainment industry experience specializing in VR, AR, and next-generation media experiences

CONTACT

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SKILLS

COMMUNICATION



LEADERSHIP & MANAGEMENT



ANALYTICAL & PROBLEM SOLVING



TECHNICAL

ACROBAT, PREMIERE, ILLUSTRATOR, INDESIGN, EXCEL, WORD, WORDPRESS, HOT BUDGET, GOOGLE SUITE, FINAL DRAFT

CLIENTS INCLUDE

VERIZON, ERICSSON, JEEP, YAHOO, CLOROX, GOOGLE, CREDIT KARMA, SHUTTERFLY, HULU, NBC, HONDA, UNITED AIRLINES, NIKE, GENERAL MILLS, GATORADE, SONY

EXPERIENCE

Senior Producer @ RYOT

April 2017 - Current

- Developed and managed cross-functional teams promoting department collaboration and transparency
- Strategized a meticulous production workflow and best practices for RYOT LA and NY offices to improve production efficiency
- Built and nurtured client retention with competitive bids, on time deliveries, and fluid communication
- Redesigned a portion of Oath's corporate payroll system to mirror standard production practices reducing payroll management workload by 70%
- Worked closely with Verizon Sponsorship teams and Innovation Labs to promote Verizon's next-gen 5G network
- Skilled in complex VR and linear bids that spanned project needs including physical production, activations, AR, VR, and UX/UI dev
- Oversaw development and company-wide rollout of Oath's 360 Tour Oculus app to deliver Oath office tour videos to 12,000+ Oath employees
- Produced Oath's inaugural 2018 NewFronts sizzles under strict deadlines
- Ideated creative development and pre-production of a Jeep Compass 360 series (6.2mil+ views)
- Guided from creative to delivery a ground-breaking "Love Letter to San Francisco" 360 series for Verizon's San Francisco Flagship store, covering 30+ locations in 4 days. Project featured ambisonic sound and music and an activation on the Daydream platform, delivered in a rigid post timeline
- Served as a counselor among colleagues and managers searching for project and process insights, creative consultation, UX/UI guidance, best practices, and more
- Wrote RYOT's first augmented reality short film "A Tale of Time"

Producer @ RYOT

September 2016 - March 2017

- Produced a 360 series of a seven-figure ad buy for American Family Insurance (4.5mil+ views and 18mil+ social impressions)
- Leveraged production and network relationships to strengthen RYOT's roster of hired talent
- Partnering with Clorox, produced 360 short film "Purely Peru" to raise awareness for water quality in developing areas (2mil+ views)
- Co-produced Google Breaking News 360 videos requiring quick and flexible production and post-production dates

Freelance Production Supervisor/Coordinator

August 2011 - September 2016

- Consistently managed 40-70+ crews for on-location and studio TV and commercials
- Expert knowledge in production practices, paperwork, payroll, and more
- Worked with high-profile production companies including RSA, Caviar, kaboom, AMC, Netflix and Comedy Central

EDUCATION

Chapman University | B.F.A. Film Directing & B.A. Screenwriting
2006 - 2010 | Summa Cum Laude