

JILL MESCHINO

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SUMMARY

Solutions orientated, production expert with 25+ years of experience managing teams and making integrated content for major marketers. Highly skilled in executing scalable creative for all media platforms including broadcast, digital, and social.

EXPERIENCE

Communications Director	Committee to Re-Elect State Rep. Joan Meschino 5/20-11/20 Managed communications on behalf of State Rep. Joan Meschino's re-election campaign (3 rd Plymouth District, MA). This included increasing her social media presence, re-branding her visual identity, and redesigning her website. Joan is my sister and she won.
Executive Producer, Freelance	FCB New York 12/19-5/20 Clients: Michelob ULTRA & BON VIV
Production Lead, Executive Producer	Havas New York 11/17-6/19 Lead the Integrated Content Production Department comprised of 35 makers including content producers, art producers, editors, shooters, motion graphics artists, business affairs managers and talent managers
Executive Producer	Havas Worldwide NY 10/13-11/17 Responsible for production on Dos Equis & Liberty Mutual Insurance Dos Equis' highlights include: <ul style="list-style-type: none">• "Mission to Mars" TVC earning four billion media impressions• "Introduction (New MIM)" TVC earning three billion media impressions• Stereoscopic/3D, 360 degree, VR experience for Masquerade 2016 Event• Interactive video for Masquerade 2016 earning 27 million views
Executive Producer, Freelance	Young & Rubicam 5/13-10/13 Client: JCPenney
Executive Producer	Kirshenbaum Bond Senecal + Partners 9/08-10/12 Clients: BMW of North America, HomeGoods and Wendy's
SVP, Senior Producer	Lowe New York 9/04- 9/08 Executive producer for Unilever Deodorant Brands (Rexona and Degree) and Macy's; additional clients: GMC Trucks, XM Satellite Radio and Milk PEP
Senior Producer, Partner	Gotham, Inc. 7/00-12/01 Client: Maybelline
Senior Producer, Freelance	Angotti, Thomas, Hedge, Inc. (10/99-7/00) 6/97-7/00 Clients: Foster's Lager & The Dow Jones Co.
	Ammirati Puris Lintas (10/97-8/99) Clients: Aetna, Ameritech, Ball Park Franks, Johnson & Johnson, Snuggle & Wish-Bone

EDUCATION

Boston University
BS, Mass Communications/Advertising Class of '89