

PETER KEENAN

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## CAREER SUMMARY

### Commercial TV Producer

Over 30 years of producing award winning commercials for global ad agencies and their clients. Extensive knowledge of all the digital workflows and platforms. Expert production methodology from production to post. Practical knowledge of producing with celebrities, kids, animals and VFX work. Savvy with the various working production models including traditional ad agency, post production as producer and direct to business management.

*“Peter is the cavalry. Peter is aplomb. Peter can turn a train wreck into the Silver Streak and I don’t mean The Most Hilarious Suspense Ride of Your Life. Peter is smart enough to do his job, your producer’s job and perhaps even your job. He is that good.”*

– Kevin Teevens, Creative Director, Hudson Rouge

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## AREAS OF EXPERTISE

- Global Branded Campaigns
- AICP Bidding & Negotiations
- Proficiency with Guild Rules
- International Shoot Supervision
- Production Scheduling
- Production Service Companies Interface

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## PROFESSIONAL EXPERIENCE

### The Mill, New York, NY

2018 – Present

*Mill+ is an integrated production team of Directors, Designers & Creative Technologists, focused on concept-to-delivery creative partnerships.*

#### Freelance Producer

Head of Live Action, Emi Lofgren. Directors, Nic Yiallouris, Anais La Rocca, , Tyler Ferguson, Daniel Ryan

### STORY, Chicago, IL

2018 – Present

*A full service commercial production company with a national presence and capabilities.*

#### Freelance Producer

Executive Producers, Mark Androw and Cliff Grant. Directors, Kevin Smith, Ron Lazzeretti, David Orr

### CFS, Los Angeles, CA

2017 – 2018

*Production service company that facilitates US production for all of Europe.*

#### Freelance Producer

Executive Producer, Owner, Claudia Forsthoevel. Directors, Richard De Aragues, Crystal Moselle

### Seed, Chicago, IL

2017 – 2017

*SEED curates distinctive filmmakers and connects them with brands.*

#### Freelance Producer

Executive Producer, Owner, Roy Skillicorn. Director, Hans Emanuel

### Lucky 21, Dallas, TX

2017 – 2018

*From the directors to the production team, Lucky 21 pursues creativity with a great voracity.*

#### Freelance Producer

Executive Producer, John Gilliland. Director, Rob Pritts

- Chirp Films, Charlotte, NC** **2017 – 2018**  
*A full-service boutique production company specializing in commercials and branded content*  
**Freelance Producer**  
Executive Producer, Breigh Kenley. Directors, Kevin Smith, Matthew Michaud
- Big Nest Creative, Marina Del Rey, CA** **2015 – 2016**  
*A solutions-based production company.*  
**Freelance Producer**  
Executive Producer, Noah Goldsmith. Director Mathew Michaud, David Tindale
- Dictionary Films, Chicago, IL** **2015 – 2016**  
*An all access, full service, integrated production company.*  
**Freelance Producer**  
Executive Producer, Chris Rossiter. Director, Chris Hafner
- Soapbox, Los Angeles, CA** **2013 – 2016**  
*A solutions-based production company.*  
**Freelance Producer**  
Head of Production, Jessica Stewart. Director, Chris Alender, Kirk Thatcher
- Artifact Nonfiction, Glendale, CA** **2013 – 2015**  
*A full service, non-fiction content studio.*  
**Freelance Producer**  
Executive Producer, Matt LaBonge. Director, David Grabias
- ONE at Optimus, Chicago, IL** **2012 - 2013**  
*The production arm of the editorial company, Optimus*  
**Freelance Producer**  
Executive Producer, Craig Leffel. Director, Jimmy Matlosz, Michael Chaves
- Backyard, Venice, CA** **1990 – 2010**  
*A full-service production company with roots from Chicago dating back to 1989.*  
**Staff Producer**  
Executive Producer, Blair Stribley. Director(s) Kevin Smith, Rob Pritts, Matthew Michaud, Kevin Fitzgerald, Nick Piper, Xander Strohm, Ericson Core, Jeffery Karoff
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## EDUCATION

### Master of Fine Arts

The School of the Art Institute of Chicago, Chicago, IL

### Bachelor of Fine Arts

Kansas City Art Institute, Kansas City, MO