

Amy Henderson Guzmán

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PRODUCER

Offering comprehensive production and post-production inclusive of broadcast, online + streaming video, social, digital, animation, art, illustration and photography in the advertising industry

I am a Bay Area native who has been a specialist in production for over 25 years, most recently developing my skills in video, digital and social production, as well as producing animated videos. I have a passion for post-production and animation, but am well versed in all stages of production from concept and estimate to finish and delivery. Working on internal agency productions, I've worn many hats, including location scout, prop curator, set-dresser, and food stylist. I enjoy utilizing my creative eye to assist where I can, and collaborating with and contributing to a team.

THE WORK



Reel



Broadcast



Digital



Art / Print

WORK HISTORY and EDUCATION

1

VIDEO PRODUCER

Camp + King
2022 - 2024

Produced videos, animations, digital banners and animatics from concept-delivery

Built and maintained schedules and estimates, through final delivery

2

DIRECTOR OF PRINT PROD

Camp + King
2012 - 2022

Produced original illustrations and photography for print advertising

Finished above for print ads, brand books, point of sale materials, packaging and out-of-home

3

DIRECTOR OF PRINT PROD

Publicis & Hal Riney
1998 - 2012

Supervised print department, including implementing structure for new clients' print programs

Collaborated with outside vendors for retouching, prepress, and printing

4

BACHELOR OF ARTS

California State University, Chico

Bachelor of Arts: Information and Communication Studies,

Emphasis in Graphic Arts Technology Management

ADDITIONAL EXPERIENCE and SKILLS

- Created and tracked project budgets and timelines for production, editorial, photography, VFX, graphics and music
- Worked with internal partners and sourced external vendors for animations, videos, and animated and static banners
- Collaborated with creative team, editors, brand team, strategy and applicable vendors
- Teamed with clients' cost consultants from concept to estimate approval, and final audit
- Sourced original and stock music, and supervised talent records, and sound design/audio mixes
- Knowledgeable in print, digital and video specs, trafficking and payment regulations, and talent contracts/negotiations
- Specialized in process management, project oversight and budget administration
- Directed print team, and produced printed materials for multi-million dollar accounts
- Spearheaded the implementation of image library systems, to help maintain continuity across clients' brands
- Serviced clients for over two years in the prepress industry before shifting to advertising production
- Proficient in Microsoft Office, Adobe Photoshop/Illustrator, Google Workspace, Slack, WireDrive, Extreme Reach Platform