

Michael J. LaGattuta
Senior Producer/Director/Editor
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SUMMARY

- Produced TV & Radio commercials and videos since 1984. Budgets ranged from \$5,000 to \$2,000,000, and included international locations such as South Africa, Australia, Spain, Italy, The Bahamas, London, Prague, Austria, Ireland and Canada, as well as extensive graphics, 2-D, 3-D, Stop-Motion animation and post-production visual effects.
- Freelance Assignments included National Network TV Campaigns for AFLAC Insurance, Anheuser-Busch, McKee Foods, Level 3 Communications, EDS, and Burger King.
- Extensive knowledge and experience with the AICP Production and AICE Editorial bid forms as well the SAG/AFTRA Talent Contract.
- Worked closely with Account Teams, Print Production, Media, Strategic Planning, Legal and Client Brand Marketers throughout the production process.
- Have negotiated numerous Celebrity Talent and License Agreements for TV and Radio.
- Wrote, Produced and Directed various Direct Response TV and Radio Commercials for Short Shopping, a division of The Home Shopping Network. Clients included Major League Baseball, National Football League, NASCAR, The USTA and Sunterra Resorts.
- Proficient with Final Cut Pro Studio

EXPERIENCE

10/97 - present Freelance Assignments

Senior Producer at DWP//Bates Technology/Atlanta, The Kaplan Thaler Group/NY, DDB Worldwide/NY, Chicago & Dallas, Ames Scullin O'Haire/Atlanta, Luckie & Co./Birmingham, JWT/NY, Bates USA/NY, Writer/Producer at The Home Shopping Network/St. Petersburg, and Promotions Writer/Producer at WWWB-TV, Tampa.

5/95 - 9/97 Director of Broadcast Services, WestWayne, Inc., Tampa, FL

Managed a department that included 2 Producers and Broadcast Traffic Coordinator. Produced TV & Radio Spots for Outback Steakhouse, Sheik Condoms, NAPA Auto Parts, BellSouth, American Cyanamid and Florida's Natural Orange Juice.

10/90 - 5/95 V.P., Senior Producer, Bates USA, NY

Responsible for the entire yearly TV Spot Production for Wendy's International from 1/91 thru 1/95. Also produced TV spots for Texaco, M&M Mars, and Miller Lite.

7/88 - 9/90 Senior Producer, J. Walter Thompson Co., NY

Produced TV & Radio spots for Bell Atlantic, Nestle and Warner Lambert.

4/87 - 5/88 Senior Producer, HBM/Creamer, Boston

Produced TV & Radio Spots for Stanley Tools, Foot-Joy Golf Shoes, Bank of Boston, and Columbo Yogurt.

1/84 - 3/87 Producer, J. Walter Thompson Co., NY

Produced TV & Radio Spots for Miller Beer, Burger King, Nestle, Kodak, Lever Bros. and Warner Lambert.

EDUCATION

M.S., Mass Communications, Boston University

B.A., Government & Law, Lafayette College