

JOAN KARPELES

Producer | Writer

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Professional Summary

Write and produce video scripts, PSAs, collateral and promotional material for corporate, non-profit and commercial clients.

Establish and manage budgets and schedules; assemble and supervise production crews.

Researched and developed original material for educational publisher. Products included videos and workbooks. This required high production value and quick turnaround times.

Responsible for all areas of broadcast production on national, regional and local television commercials.

Held staff and volunteer positions for regional theaters in Florida and Atlanta.

Clients: The Home Depot, Metro PCS, Georgia Organics, Harcourt Brace, Boys & Girls Club of Metro Atlanta, Delta Air Lines, Longhorn Steakhouse, Atlanta Thrashers, Atlanta Beat

Employment History

Freelance producer
2001 – present; 1990 – 1999

SRA/McGraw-Hill, Executive Producer
1996 – 2001

BBDO, Inc., Producer
1983 – 1990

Education

University of Florida
B.S. Advertising – 1983

Awards & Distinctions

48 Hour Film Project – 2015; 2014
Telly • Communicator • Show South
Int'l Film & TV Festival of NY

About me

Current board member of Georgia Production Partnership (GPP).

Provide creative approaches to video productions through my production company.

Held management and staff positions in commercial, educational, corporate and non-profit organizations.

Able to see the “big picture.”
Can evaluate operational needs and implement strategies for increased productivity and improved costs.

Clearly defines and manages client expectations as well as the needs and requirements of vendors.

Easily establishes rapport and credibility with diverse groups.
Able to motivate people while maintaining a sense of humor.

key competencies

- idea development
- script writing
- project management
- budget allocation
- drive production timelines
- client expectations
- vendor relations
- leadership