

# MARGOT SANNE

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## EDUCATION

University of North Carolina at Asheville  
*Bachelor of Science; Marketing, minor in Economics*  
*Dean's List*

Asheville, NC

2015

## SKILLS

Proficient in Smartsheet, Excel, Outlook, Word, Keynote, PowerPoint, Google Docs, Basecamp, Zoom, and WebEx.

## EXPERIENCE

BBDO San Francisco 2015 – April 2020

### Integrated Producer

- Produced paid-media campaigns for Herdez, La Victoria, Wholly Guacamole, Wells Fargo, and Uncle Ben's. Responsible for coordinating a team of five in-house content creators, building consensus among key stakeholders, pitching paid multimedia campaign strategies, and creating and overseeing schedules for productions ranging from a couple of weeks to several months.
- Produced integrated campaigns with cross platform deliverables; national broadcast, social videos, digital videos, Instagram stories, gifs, cinemagraphs, digital banners, and print photography.
- Headed \$450k-25k campaigns. Oversaw financial planning, resource allocation, and risk management for creative campaigns from ideation to launch.
- Produced in-house content creator campaigns.
- Experience working with celebrity talent.

### Assistant Producer

- Produced radio, case studies and sizzle reels for Wells Fargo, HP, Nutro, and Uncle Ben's.
- Developed crew and talent paperwork, administered pre-production duties including building call sheets and pre-production decks, organizing craft runs, aiding with casting and location scouting and orchestrated permit processing, payroll paperwork, cost reconciliation and general logistics on in-house shoots.
- Partnered with senior producers through larger productions.
- Organized Portfolio showings and vendor screenings.

### Facilities Coordinator

- Organized and executed all off-site and internal special events.
- Procured and oversaw all office supply inventory to support business activities and functions.
- Executed agency, vendor, and production purchase orders.

### Administrative Assistant

- Administered general office support to staff of 85 employees; included greeting clients, organizing conference room bookings, handling expense reports, and managing phone systems.