

HEATHER C. WEYERS

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PROFESSIONAL PROFILE

A high-performing, award winning Creative Advertising professional offering 9+ years of campaign layout, from storyboards through post release. Strong record of driving concept ideation and innovative copy in demanding environments. Seeking a position in Creative Marketing with opportunity for growth and advancement.

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<https://www.heatherweyers.com/>

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CONTACT

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Burbank, CA 91505

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EDUCATION

Bachelor of Science, Zoology
Towson University

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SKILLS

Trained in Adobe Creative Suite. Advanced skills in Final Draft, iMovie, Microsoft Word, Excel, Power Point, and Outlook. Excellent communication, multitasking, writing and organization skills. Thrive in fast-paced environments. Self-starter, adaptable team player, published children's novelist, and author of NightNightStoryTime.com

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NOTEWORTHY TITLES

We Were the Lucky Ones, Tiny Beautiful Things, Welcome to Chippendales, 1619 Project, Bruiser, Only Murders in the Building S3, One Killer Question S2, D'Amelio Show S2, The Orville S3, The Handmaid's Tale S4, Tom & Jerry, SCOOB!, The LEGO Movie 2: The Second Part, Crazy Rich Asians, Tomb Raider, LEGO Batman, Teen Titans Go! To the Movies, Me Before You

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PROFESSIONAL EXPERIENCE

March 2021 – Present

Video Producer, Creative Advertising

HULU ORIGINALS, DISNEY STREAMING

Santa Monica, CA

Produce Trailers, Featurettes, Promos, Social, Outdoor content and Activations for Hulu Originals. Facilitate campaign strategies by collaborating cross-functionally, present Creative to stakeholders. Break down content and scripts, provide summaries, bites and music pulls for editors. Write AV, print copy, songs and title explorations for Hulu Originals and Hulu branding. Write special shoot and EPK interview questions for filmmakers, talent and crew. Ideate and script creative advertising content, stunts, and activations for 360 campaigns. Create and build Marketing Strategy and Territory explorations for Hulu Originals. Quality check all cuts and versions through finishing process. Direct talent for marketing shoots and ADR. Provide show flow, script, clips and décor direction for Welcome to Chippendales Activations.

August 2018 – November 2020

Manager, Creative Advertising

WARNER BROS. THEATRICAL

Burbank, CA

Wrote trailer and TV copy for live action and animated titles. Wrote custom teasers and content pieces for animated titles. Wrote special shoot and sponsorship greetings for live action and animated titles. Initiated and managed relationships with Production houses on all custom animation content. Managed custom animation production bids, schedules, approvals, delivery, etc. Organized ADR sessions and direct talent recordings. Facilitated campaign strategies by collaborating cross-functionally. Managed creation and development of trailers, spots, advertising, etc. Secured materials for the development of any material/format/venue required. Monitored spend and budgets on all projects, produce budget reports, process billing. Ideated short form social content, MOS outdoor, lower thirds & bumpers. Produced print creation and revisions alongside EVP. Facilitate delivery of all print assets. Presented print and AV creative to talent for likeness approvals. Evolved creative post open for Academy campaigns.

October 2017 – August 2018

Administrator, Creative Advertising

WARNER BROS. THEATRICAL

Burbank, CA

Tracked creation and development of trailers, spots, advertising, etc. Monitored spend on all projects, produce budget reports, process billing, track invoices. Wrote teaser and short form content for animated and live action titles. Ideated short form social content, MOS outdoor, lower thirds & bumpers. Worked closely with EVP on Print creation and revisions. Facilitated delivery of all print assets. Maintained records of cast & crew list, shooting schedule, scripts, relevant agents & publicists. Various administrative duties for EVP such as expense reports, organize travel, maintain calendars & deadlines.

August 2015 – October 2017

Executive Assistant III, Creative Advertising

WARNER BROS. THEATRICAL

Burbank, CA

Answered phones, screened and logged calls for EVP of Creative Advertising. Organized and set up conference calls, scheduled meetings and managed calendar. Created and submitted expense reports. Arranged travel and hotel accommodations. Transcribed and broke down features, trailers, and short form content.