

# RAMON RICARD

## SENIOR/EXECUTIVE PRODUCER

### PROFILE

An experienced senior producer with commercial, online/content, and radio expertise.

### SKILLS

- Extensive working knowledge of digital, film, television and radio production
- Creative, succinct writing for scripts, treatments, briefs, pitches, etc.
- Scheduling, budgeting, office, admin and managerial expertise
- Post Supervising; offline editing, grading, sound mixing
- Technical; fully up to date on the latest equipment, cameras, lighting, etc.
- Creative Direction for live action, graphics
- Strong communication, negotiation skills
- Superb client facing skills
- Impressive resource network
- Mac Pro and PC proficient
- Bilingual (Spanish)
- Can work as local in New York, LA and London – US Passport with UK/EU Permanent Status
- All around cool dude

### EXPERIENCE LONDON, UK

#### EXECUTIVE PRODUCER • POPS/IRIS WORLDWIDE • JAN 2016 - CURRENT

Established an in-house production company from the ground up. Grew from one (myself) to a team of 6, including a fully formed offline post facility. Started by producing fast turnaround and inexpensive mood/pitch films. Then quickly grew to producing high end online content, idents and TVCs for a variety of clients including Shell, Original Source, Mini, Barclaycard, ASUS, Wickes, Adidas, Tate and Lyle, and Fruit Shoot

#### FREELANCE AGENCY PRODUCER • VARIOUS • FEB 2015-DEC 2015

TV/Radio/Content

Companies: Kream/Karmarama, 101, FCBIInferno, iris Worldwide  
Clients: Carnival, Porsche, Costa, GSK, Honda, Onken, BMW, Chips Ahoy, Oreo, SKY, Nescafe, Barclaycard, Mini, Shell etc.

#### SENIOR PRODUCER • KREAM/KAMARMA • OCT 2011 – JAN 2014

TV/Radio/Content

Clients: Barclay's, Fairtrade, Honda, eHarmony, Nissan, Nintendo, Onken, BBC, AgeUK, ChristianAID, Carnival Cruise

#### PAPA • STAY AT HOME FATHER • 2009 - 2011

Co -Producer and manager of the most fulfilling and hardest project ever conceived, my son Mateo.

### EXPERIENCE NEW YORK, USA

#### FREELANCE PRODUCER • VARIOUS • 2001 – JAN 2008

TVCs, Online how-to videos, PSAs, a New York Mayoral Campaign and a feature film

COMPANIES: HSI; Casbah Pictures; Roberts & Tarlow; Campbell Mithum, Hit&Run Productions

DIRECTORS: Irv Blitz, Justin Francis, Richard Caraballo, Trevor Owsley, Eric Robbins, Ari Taub

PRODUCT/CLIENT: Total Cereal, Dunkin Donuts, Miller Light, Kraft, Burger King, Neutrogena, Nexxus, Bloomberg New York Mayoral Campaign, Covering Kids PSA

#### FREELANCE PRODUCTION MANAGER • VARIOUS • 2005 – 2008

Supervisor on numerous TVCs, a TV news Promo and an Online viral campaign.

COMPANIES: HSI; Appleton; Nola Pictures; Chelsea Pictures; Campfire  
Directors: Irv Blitz, Mark Humphrey, Rick Knief; Mike Monello

PRODUCT/CLIENT: Michelob, Hellman's, Oil of Olay, Dunkin Donuts, McDonald's, BMobile, Audi/Art of the Heist



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## SENIOR/EXECUTIVE PRODUCER

### WORK AND AWARDS

- [theramonricard.com](http://theramonricard.com)
- 2010 Honorable Mention (13th Place)  
NYCMidnight  
Screenplay Competition
- 2004 New York Latino Film Festival, Chosen for Online Screening Initiative
- 2003 Latin USA Festival, First Prize, Storytelling within a Short Film
- 2003 Brooklyn International Film Festival, Official Selection

### HOBBIES

- Comic Book collecting
- Film Buff
- Pop Culture nerd

### EDUCATION

St. John's University  
Bachelor's Degree  
Queens, New York  
Communications Arts 1997

### EXPERIENCE NEW YORK, USA (CONTD)

**FREELANCE PRODUCTION COORDINATOR • VARIOUS • 2002 - 2005**  
Coordinator of numerous television commercials and a film trailer  
**COMPANIES:** Tomboy Films; Crossroads, Maylses, RSA, Park Pictures, Look, Dark Light Pictures  
**DIRECTORS:** Irv Blitz, Matthew Rolston, Kirk Jones, Bruce Hurwit, Robert Leacock, Steve Colby  
**PRODUCT/CLIENT:** Applebee's, Pace, Grolsch, Radio Shack, NY Lottery, Bravo, Zoloft, Reebok, Converse, New Jersey Tourism, War of the Worlds Trailer

### RELATED EXPERIENCE

Producer/Director "Carnival Cruise UK – Branded Content" 2015  
POV Viral film of on boat and off boat excursions

Producer/Director "Honda Bikes UK" 2013  
Behind the Scenes film of 2014 Honda Bikes content films

Producer / Director / Writer, "Sabado Morning" 2002  
Award Winning Short Film

Executive Producer, The Family Film Collective 1999 to 2002  
Shorts, Documentaries, Feature films, Music Videos

Production Assistant, New York, 1998 to 2002  
Commercials, Music Videos, Feature Films

1st Assistant Director, "Friends First and Foremost" 1998  
Feature Film

2nd Assistant Director, "From a High Place" 1998  
Feature Film

Distribution Coordinator, MediaTech 1997 to 1998  
Satellite, digital and tape distribution of popular TV shows



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