

S h i r l e y F e l d m a n n
p r o d u c e r

Resume

President, Feldmann's Flicks, Ltd. — October 1989 - Present

Producer of TV & Radio commercials/projects for advertising agencies, TV shows and retailers.

Clients: TargetCom, CBS 2 Chicago/WBBM-TV, Rapp Collins Worldwide, Italia Advertising, LKH&S, A. Eicoff & Co., Publicis & Hal Riney, Buena Vista TV/Disney, Ammirati Puris Lintas, JWT Specialized Communications, John M. Smyth's Homemakers, American Mattress, Northern Trust Bank, Weiman Furniture Care Products, Resurrection Health Care, Harpo Productions.

Producer and Production Manager for broadcast, business television and independent films.

Clients: ABC/Good Morning America, Morningstar Ent./Discovery Health "Chicago's Lifeline," Orwell Prod./CBS "Big Brother," CBS News Prod./A&E "Biography," New Wave Ent./History Channel "Lindbergh Flies Again," Kaos Ent./Travel Channel "Secrets of RVs," Folding Pictures/"Real TV," NARAS/The Grammy's, Weller Grossman Prod./Discovery Channel "Interior Motives," PBS/Video Publishing House, AMA, Ameritech, McDonald's, US Steel, Walgreen Co., NEC, Tasty Tunes, "The Signing" short film.

Writer and Creative Direction for TV & Radio commercials, distribution and broadcast shows.

Clients: CBS 2 Chicago/WBBM-TV, American Mattress, Pesche's, Buena Vista TV/Disney, John M. Smyth's Homemakers, PBS/Video Publishing House, Creative Concepts Advertising, Weiman Furniture Care Products, Northern Trust Bank, Resurrection Health Care, Harpo Productions.

Writer/Producer, SuperSpots — March 1988 - September 1989

Consulted on marketing strategies and developed syndicated campaigns for the music industry. Produced over 70 television and radio commercials to promote radio stations nationwide.

Senior Distributor Representative, Video Publishing House, Inc. — June 1986 - January 1988

Managed the accounts of 30 national and international distributors increasing sales by 35%.

Marketing/Promotions Manager, TCI/Tele-Communications, Inc. — June 1985 - February 1986

Organized and supervised monthly promotions for a 20,000 subscriber cable television system.

Public Relations Representative for affiliates, city officials and customers.

Video Production from creative through post production for training and promotional programs.

Broadcaster, WKDI DeKalb, 93.5 FM — September 1981 - May 1985

News and sports reporter, disc jockey, promotions, copywriter and production.

Education

Northern Illinois University, DeKalb, Illinois — May 1985

Bachelor of Arts, Communications - Radio/TV/Film; Graduated with Honors.

Professional Affiliations & Recognitions

Telly Awards, Bronze Winners for 2 x TV :30, "For Comfort & A Good Night's Sleep"/American Mattress.

Illinois Broadcasters Association, Silver Dome Award for "Pesche's-Keep Growing"/TV :30, WBBM-TV.

"**Best Freelance Producer**" recognition by Screen Magazine.

Chicago Association Of Direct Marketing, Tempo Award for "What Is #333?"/DVD-CD Rom, LKH&S.

Summit Creative Awards, Bronze Winner for "Move Your Collection"/TV :30, Italia Advertising.

International Chicago Film Festival, Special Achievement for "The Signing" 16mm short film.

Networking/Hotline Director, Women In Film Chicago, January 1993-January 1995.

Newsletter Editor, International Television Association (ITVA Chicago), June 1987-June 1989

Full responsibility for creating monthly issue from creative to advertising.

Television & Radio Reels, Detailed Client List and References Furnished Upon Request

