

S h e r y l • J e s s i n g  
producer

## EXPERIENCE

### Fitzgerald & Co. (previously Austin Kelley Advertising)

1992-2006

#### Vice President, Director of Broadcast Production

- Produced radio and TV spots with budgets of up to \$750,000
- Scheduled and oversaw shoot, edit and recording sessions
- Prepared production estimates
- Maintained budgets
- Negotiated and contracted talent
- Paid talent sessions and residuals under SAG/AFTRA guidelines
- Selected director and made recommendation to creative team based on reel, budget and availability, procured director and production company for shoot
- Participated in launch of Georgia Lottery TV and radio advertising
- Managed and supervised Broadcast Department staff, which included trafficking spots to stations and talent payments
- Organized all agency social events including annual off campus meetings, retreats and holiday parties

**Clients:** Georgia Lottery, HoneyBaked Ham, AmSouth Bank, Pizza Hut, American Lung Assoc., Ciba Vision, Hops Restaurants, Media One, Children's Museum, U.S. Space and Rocket Center

### Independent Broadcast Producer

1989-1992

- Produced TV and radio spots for various agencies in Atlanta

**Clients:** Coca-Cola, Lanier Copiers, Del Taco, Rich's, Goldkist, Six Flags over Georgia, Star 94, Amoco Carpets, Applebee's

### Dusenbury & Alban, Inc

1987-1989

#### Broadcast Production Manager

- Produced spots for Roses Stores
- Managed client billing for all production
- Assisted in structuring agency production company Giorgio Romando Productions, Ltd.

### KSBY-TV

1986

#### General Assignments Reporter/Bureau Chief

- Supervised bureau in North Santa Barbara County. Kept abreast of and covered local news, which included Vandenberg Air Force Base
- Formulated story ideas, set up interviews, logged tapes, shot, wrote and edited voiced packages
- Appeared live on set during broadcasts to introduce packages.

### WFAA-TV

1980-1986

#### Associate Producer/Weekend Reporter

- Produced weekly magazine show
- Produced daily health segment for evening newscast
- Formulated story ideas, set up interviews, logged tapes and wrote voiced packages

## EDUCATION

Southern Methodist University Dallas, Texas

May 1984

Bachelor of Fine Arts