

# Kelly Nielsen

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## CREATIVE ADVERTISING EXECUTIVE

Senior Creative Executive with extensive experience in the Entertainment Industry, working directly with Brand Marketing, Global Sales, National Media, Consumer Research & Insights, Studio Executives, Filmmakers, and Showrunners to deliver effective and creative marketing campaigns for Motion Pictures and Television products.

## EXPERIENCE

### SONY PICTURES ENTERTAINMENT

1997 - 2018

#### SVP, World Wide Creative Advertising

Oversaw creative development, execution and delivery of all consumer creative campaign assets and advertising for over 200 new release and catalog products per year, including motion pictures, mini-series and television series for worldwide release in Theatrical and Digital marketplace.

Product lines include Columbia Pictures, Sony Pictures Animation, Screen Gems, Sony Pictures Classics, Tri Star Pictures, Affirm Films, Sony Pictures WW Acquisitions, Sony Pictures Television. Group sales \$9.133 billion.

- Provided Creative Strategy, Positioning and Direction for Trailers, TV Spots for Broadcast and Digital Paid ads, Social Media and Video-on-Demand, including Featurttes, Clips and Viral Videos. As well as Key Art, Special Packaging, Trade and Consumer advertising for Print, In-Store, Online, Out of Home.
- Developed and Directed Concepts and Creative Direction for Special Video Shoots for original Motion Picture Features and Television Series, including positioning, production design, execution, approvals and delivery.

Received numerous Entertainment Industry Awards for Campaigns, Broadcast and Packaging, including Clio Best in Show, Promax/BDA, Tellys and THR Key Art Awards.

- Oversaw outside creative agencies to develop campaigns based on product positioning and consumer insights, focusing on the specific consumer segmentation and messaging to reach the target audience, maximizing consumer impressions.
- Managed and Mentored in-house staff, including Creative Project Directors, Managers, AV Editing and Finishing, Print Production, and Asset (photo & video) Delivery and Archive Management. Delegated project assignments to internal staff and external producers and designers, as well as oversaw all budgets and timelines.
- Copy wrote for Motion Picture and Television campaign assets including conceptual scripts and TV spots for broadcast and online advertising.
- Partnered with Senior Studio Executives to create company branded corporate presentations for SONY Board of Directors, Industry presentations, Key Customer (Wal-Mart, iTunes, Amazon) meetings and 3<sup>rd</sup> Party Partner pitch meetings as well as ONE SONY initiatives and SPE Corporate Communications employee value propositions.
- Delivered Creative Direction and execution for industry wide platform campaigns, in partnership with other Motion Picture Studios (Warner Bros, Fox, Disney, Universal, Paramount, Lionsgate), for Blu-Ray, Ultra Violet, Digital Copy, Movies Anywhere and 4K Ultra HD.
- Partnered with outside Media Placement agency to identify and execute comprehensive Media plans.
  - Analyzed *Intent to Consume* research to evaluate media buy based on target consumer segmentation, **saving tens of thousands per release campaign.**
- Evaluated staff and workflow on a quarterly basis to assure maximum efficiencies based on changing marketplace and ongoing analysis of cost savings for design, pre-press, AV production and finishing.
  - Renegotiated Adaptive Creative retainer contract **saving \$250K yearly.**
  - Brought Electronic Press Kit production in house **saving \$200K yearly.**

- Implemented tiered system to evaluate required level of Pre-press **saving \$1MM yearly.**
- Cut department headcount to align with changing marketplace by over 50% (20 to 9) over a 3-year period, **saving over \$1MM.**

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- Produced extensive notable campaigns including: Spider-Man Franchise, Jumanji, Men In Black Franchise, Amazing Spider-Man, Ghostbusters Franchise, Bad Boys Franchise, Da Vinci Code Franchise, Underworld Franchise, Resident Evil Franchise, The Smurfs Franchise, Cloudy With a Chance of Meatballs Franchise, Equalizer Franchise, The Social Network, Girl With The Dragon Tattoo, American Hustle, Captain Phillips, Call Me By Your Name, Blue Jasmine, Still Alice, Hotel Transylvania Franchise, The War Room, Seinfeld, Breaking Bad, Outlander, House of Cards, The Blacklist, Better Call Saul, The Crown The Goldbergs, Preacher, Outsiders, Community, Underground, Justified.. Anniversary Releases for Lawrence of Arabia, Das Boot, Close Encounters of the Third Kind, Taxi Driver, Bridge on the River Kwai, Bram Stokers Dracula, The Professional, The Fifth Element.

#### **ADDITIONAL RELEVANT EXPERIENCE**

J. WALTER THOMPSON, Los Angeles, CA

Western Regional Production Manager, B2B division

Oversaw creative production and print production for business to business creative campaigns for the Western United States.

PRISM PICTURES / PRISM ENTERTAINMENT, Los Angeles, CA

Vice President Creative Services

Oversaw creation and delivery of all print and AV campaign assets for the Motion Picture release and Global Sales.

#### **EDUCATION**

**Bachelor of Science (B.S.),** School of Journalism / Advertising, University of Colorado, Boulder, CO