

MICHEL SASSOON

SUMMARY

Producer & Executive Producer with 20+ years of experience leading global advertising, film, and branded content projects. Specializes in managing national and international production workflows, creative development, budgeting, and talent coordination for U.S. and global clients. Comfortable working remotely as a contractor or project-based consultant.

CORE SKILLS

- International Production Management
- Advertising & Brand Campaign Production
- Creative Development Support
- Budgeting and Cost Controls
- Vendor & Talent Management
- Remote Collaboration & Cross-Market Production

PROFESSIONAL EXPERIENCE

Wonderful Content

Executive Producer
2013 – Present

- Lead production execution for U.S. and international brand campaigns.
- Support creative teams from concept through final delivery.
- Manage multi-market production logistics across North and South America and Europe.
- Maintain and coordinate international director, crew, and post-production relationships.
- Consistently deliver projects within or below budget targets.

Clients include:

Jaguar Land Rover, Snickers, Volvo, Allstate, VW, Sony, Nivea, Olay, Citi, Havas, BBDO, Leo Burnett, DDB.

MIA Films

Head of Production / Executive Producer
2001 – 2013

- Managed production operations for U.S., Mexican, and Argentine offices.
- Oversaw \$40M+ in campaign production budgets.
- Led teams producing award-winning automotive, beauty, and commercial work.
- Negotiated vendor and client production agreements.

Clients included:

Toyota, Ford, Chrysler, P&G, Visa, McDonald's, Walmart, State Farm, Delta.

AWARDS

Multiple Cannes Lions awards
Clio Awards
Addy Awards

EDUCATION

Full Sail University — Music
Production / Media Studies

LANGUAGES

English, Spanish (Fluent)
Italian (Conversational)
French (Basic)

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