



# Thomas Meloth

Looking for a position in a creatively driven company focusing on television content production and advertising, commercials, internet, and web based branded entertainment.

## Summary

Over twenty years as a senior creative and executive producer of leading advertising, television, and media organizations. A multi-disciplined and highly adaptive professional deeply experienced in interactive marketing and direct marketing. Experience in television commercial production, advertising and direct marketing. Extensive worldwide production experience, having produced television commercials, corporate films, and infomercials throughout the US, Europe, the far east and Africa.

### **Extensive International Production and Business Experience:**

Traveled and worked in various production capacities throughout the world, with solid experience in multi-national marketing and advertising trends worldwide.

**Creative Deal-making:** Experienced in all facets of production agreements, talent and over-scale celebrity contracts; experienced bidder for both production and agency projects. Proficient in print and photography buying and content development.

**Crisis Leadership:** Can provide leadership at critical junctures and transform demoralized operations into winning outcomes. Able to think ahead to prevent problems from arising; decisive decision-making when problems do arise.

**Emerging Technology and Media Savvy:** Deep understanding of emerging media and related required technology that drive business results. Effectively build and manage multi-disciplined teams and provide consistent leadership at both small production companies and multinational corporations.

## Experience

**Freelance Producer, Culver City, CA** 2012-2015

Responsible for the creation and development of Television Commercials and non-traditional media, including marketing, internet, and viral campaigns.

Agency clients include: W+K, Deutsch, NFL Films, NFL Network, Publicis, McCann-Ericson, Campbell – Ewald, Fallon. Corporate clients include: Sony, Nike, Chrysler Cars, Kaiser Permanente, Platinum Studios, Ben Hogan Golf

**Founder & ECD, Back9 Network, Hartford CT, Culver City, CA** 2010-2012

Developed and founded the Back9 Network, a start-up television network anticipated to be the alternative to The Golf Channel. Created the look and feel of the network, developed over thirty original broadcast concepts, developed the short and long range business planes, was involved with raising over 5 million dollars in investment monies.

**Executive Producer, Aero Films, Santa Monica, CA** 2009-2010

Responsible for the over site of a 30 million dollar production company, produced numerous commercials and web based content for various directors, bid commercials and content to agencies and direct to client.

Managed 5 directors and developed short and long-range business goals for the company. Clients included: Most major advertising agencies. Corporate clients included: US Navy, Volvo Cars, Nike, Mercedes-Benz, Glaxo Smith Kline, General Motors

**Executive Producer, FM Rocks, Santa Monica, CA** 2005-2009

Ran and built a commercial production arm or a music video company, with billings of over 50 million dollars a year. Developed and assisted directors careers – drove sales and produced numerous commercials. Clients included: Mercedes-Benz, Revlon, Nike, Addias, Sony, General Motors

**Partner, Executive Producer, EuroRSCG, New York City, NY** 1998-2004

Partner and Co-head of Production of an advertising agency with billings of over 1 Billion in billings. Part of senior leadership and specialized in the impact of emerging technologies to guide investment and business development.

Supervised a staff of 30. Developed and produced television commercials, videos and marketing strategies for Fortune 500 clients such as Intel, Volvo, JP Morgan, MCI and others, extensive international production experience, with a host of contacts and relationships worldwide. Set up and helped start Euro/RSCG in Amsterdam, Netherlands.

**Head of B'cast Production**, *Cliff Freeman & Partners*, NYC, NY 1996-1998

Head of Production of an advertising agency with over 150 million dollars in direct billings, while a division of Saatchi and Saatchi Worldwide. Developed and produced television commercials, videos and marketing strategies for Fortune 500 clients such as Enterprise Rent a Car, Coke, Little Caesars. Supervised a staff of 20.

**Education** **University of Utah**, Salt Lake City, UT 1984

Graduated with degrees in Rhetoric (Speech Communication) and French. Certificate of Proficiency, Centre d'études Franco-American.

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