

# TED KEENAN

Director of Production

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## KEY STRENGTHS

**Producer and General Manager** with 18 years of experience across the US & abroad.

**Expert Live Streaming Producer and Technical Encoding Engineer** with over 500 hours of live programming in the last four years alone.

**Financial Manager** with expertise in budget generation, expense tracking, budget actualization, job/event/product profitability analysis.

**Client Relationship Manager** servicing companies such as Pfizer, Janssen, Merck, Novartis, Roche, Sanofi, Abbott, HBO, NBC, Discovery Networks, FedEx, Symantec, Sports Illustrated, Prudential, etc

**Disciplined and Meticulous Planner and Contingency Planner** committed to redundancy and backups.

**Strong Internal Communicator and Systems Evangelist** dedicated to agile best practices.

**Extensive Network** of professional producers, studios, production companies, crew and production vendors throughout US & abroad.

## PROFESSIONAL EXPERIENCE

**Director of Production, PlatformQ Health, Inc., Needham, MA**

**2012 – present**

Creating strategy and developing production department to produce 100+ programs a year. Managing Production and Post Production Divisions. Built first, internal company studio by purchasing camera/lighting equipment and set background and working on full, multi-cam studio build. Creating budgets, tracking expenses, budget actualization and job profitability reports.

Managing multi-cam, live, studio shoots plus capturing, encoding and streaming program to a live, interactive, online audience. Responsible for production quality, set design, technical specifications, on-set talent management, on-set crew management and client management. Overseeing event prep, scheduling, and delivery of assets. Supervising editor and delivery of edited content. Managing agile development of software projects/apps that deliver CME (Continuing Medical Education) accreditation to viewers. Producing sales and marketing videos.

**Senior Producer/Director/General Manager, Mechanism Digital, Inc., New York, NY**

**2008 – 2012**

***Drove sales growth 120% from \$900K to \$2.2M in three and a half years for digital media and content company.***

Produced live-action and animated projects for domestic and international clients including HBO, NBC, Discovery, History, Martha Stewart, FedEx, Prudential, Symantec, Pfizer and Abbott.

Co-created proposal and budget for a new service producing interactive content for medical education trade show kiosks. Managed key relationships with the agency (Publicis Science & Medicine) and the client (Pfizer), all content production and interactive programming, and \$1.2M budget. ***Result was booth traffic increased 300% from the prior year and Pfizer client received a PM360 Trailblazer Award.***

Expanded Mechanism Digital service offerings to include live-action production. Made connections, pitched and produced a series of live action online commercial spots for FedEx and Norton. ***Brought in over \$300,000 in revenue and added the live-action production offering, paving the way for profitability and expansion.***

**Executive Producer/Director, High Calorie Productions, LLC, New York, NY  
2007 – 2008**

Created strategy and business plan for startup venture which produced content and online interviews with Kurt Loder and Debbie Harry.

**Senior Producer/General Manager, B-Train Films, LLC, New York, NY  
2006 – 2007**

Managed show runners for *Jets 24x7* weekly game recap series and *Generation Jets* animated series. Created strategy for the company to expand to produce three additional series and completely restructured company's financials.

Co-created presentation package and pitched to produce a game day stadium presentation for the Cleveland Browns to their Director of Operations. ***Brought in \$200,000 in revenue while expanding the list of B-Train's offerings and creating a new stream of revenue.***

**Senior Producer/General Manager, Production 920, Inc., New York, NY  
2003 – 2006**

***Grew company revenue from \$500K and a loss in 2002 to \$800K and a profit in 2004 and 2005.*** Produced hours of live-action commercials and television content, created and pitched series concepts to HBO, NBC, ESPN, IFC and Bravo.

Pitched, won bid and produced an in-store Casio commercial which ran at Best Buy retail stores. ***Personally oversaw and produced Production 920's largest project ever in terms of revenue (\$330K) while providing credibility to the company as a legitimate commercial producer.***

**Executive Producer/Writer/Director, Notice Films, LLC, Boston, MA  
2000 – 2003**

Wrote, directed and produced 35mm short film "Natural Selection" which screened in Williamstown and Woods Hole Film Festivals. Assembled management team and board of advisors.

## **EDUCATION**

BA, Psychology, Wesleyan University, 1994.

## **PERSONAL**

**Skills** - TalkPoint, InXpo, ON24, IWS, StreamShark, Telestream Wirecast, Matrox Devices, Inogeni Devices, NewTek TalkShow, Facebook Live, YouTube Live, Twitter Periscope, Amazon S3, Final Cut Pro, Adobe Suite – Premiere, After Effects, Photoshop, QuickBooks Pro, Microsoft Office Suite.

**Awards/Accolades** - PlatformQ Health Client Service Award 2014, Kingsley Fellowship for Character and Contribution to Wesleyan, 2-Time Captain of Wesleyan Wrestling.

**Interests** - Volunteer, CFM Foundation, Hartford, CT - Supporting under-privileged high school kids through sports. Annual football camp in Hartford offers opportunity for kids to receive guidance from NFL coaches and players.

Volunteer, Parmenter Foundation Food Pantry, Wayland, MA – Donating, delivering groceries and stocking shelves.

Family activities, running, independent film, photography and art.