

Courtney Russell

1031 east 25 south, lndon, ut 84042
m: 801.319.1954 e: courtneyar@comcast.net

Experience

Brigham Young University: Adjunct Faculty

06/2010 – present

College of Fine Arts and Communications: TMA Department, teaching beginning and advanced production management; executive producer and mentor for student producers and department heads on all capstone film projects; consulting and producer services on department projects; event planning, coordination and execution.

Call Me Judy Productions: Owner, Freelance Producer

12/2006 - present

Freelance Producer providing independent feature film, documentary and television Producer services. Providing Producer services to traditional private clients, independent feature film, television, web commercial and other productions, and mentoring to student producers on short and feature length BYU TMA faculty mentored films. Freelance strategic planning, campaign development and media planning services, promotional strategizing/planning and budget development.

BYU Broadcasting: Brand Manager

09/2014 – 04/2016

Lead Manager position charged with overseeing the brands of BYU Broadcasting, including individual station brands (BYUtv, KBYUtv, KBYUfm/Classical 89, BYU Radio, BYUtv International) as well as all individual product/show brands such as *Studio C*, *Relative Race*, *American Ride*, etc. My position was also directly responsible for the management, oversight and strategic direction of the Creative Services, Print and Magazine and On-air Promotions departments of the BYU Broadcasting Marketing Department.

Contributed to the creation of marketing campaigns, initiatives and programs, forecasted and executed department budgets, produced all organizational print, video, motion and graphic elements, oversaw designers as well as copywriters to ensure work was on target and on budget, produced, filmed, and edited promotional spots, selected and supervised outside contractors and contract service providers, produced, coordinated and executed all promotional campaigns, produced and coordinated off-air campaigns and events including donor events, membership events and community events

The Marcom Group: Managing Director

08/2003 – 10/2006

Managing Director for a regional advertising agency. Agency multimedia director/producer, creative director, strategic planning, multimedia project management, media planner and purchaser, copywriting, budgeting, client relations. Managed all aspects of agency functionality, and performed in all positions except programming and original graphic design.

The Vasinda Companies: Marketing Director

04/2001 – 08/2003

Director of Marketing for the company's Home Health Care Agency, Companion Care Agency, four Assisted Living facilities and non-profit corporation. Oversaw all strategic planning, marketing and media. Planned and executed educational and community events, coordinated training lunches for physician and hospital clients and performed evaluations and coordinated intake of new assisted living, home health and companion care clients.

HMA: Project/Account Manager

10/1999 – 04/2001

Project Manager and Account Manager for a regional advertising agency. Producer, project management, media planner, copywriter, client relations, budgeting and billing.

AdMark Advertising and Marketing: Project/Account Manager 06/1997 – 10/1999
Project Manager and Account Manager for a local advertising agency. Radio director/producer. Project management, media planning, some copywriting, client relations, budgeting.

Freelance Marketing Consultant 01/1991 – 06/1997
Marketing Consultant for a variety of business types. Created corporate strategic plans, directed and produced television/radio campaigns, performed project management, media planning and purchasing, layout/art direction, creative direction, copywriting, client relations, budgeting and billing.

McAtee and Associates: Assistant Account Executive 07/1990 – 12/1991
Client relations for a regional/national advertising agency. Assistant to Account Executive, interfaced with regional and national clients, some project management, support for producer in multimedia campaigns, budgeting and billing.

Additional history available upon request.

Education

Brigham Young University, Provo, UT 2009-2010
General Education; Media Arts Studies

Mesa College, San Diego, CA 1987
General Education

Bakersfield College, Bakersfield, CA 1986, 1988-1989
General Education; Psychology

Skills

Planning, creating and presenting collegiate production management curriculum
Managing marketing, creative services, and promotions departments
Managing advertising agencies and vendors
Media planning and purchasing
Leading teams in the creation of marketing and promotions strategies, on-air campaigns, events and other off-air campaigns
Event planning, coordination and execution
Creating and leading market research efforts
Creative direction for execution of collaborative efforts involving design, art, web and copy
Organizational, personal relationship and multi-tasking skills
Management and mentoring of employees and students
Creation and management of budgets and schedules

References

Michelle Budge, Creative Director; BYU Broadcasting 801.361.5320
michelle.budge@mac.com

Jeff Parkin; Teaching Professor; Brigham Young University 801.602.2725
jeff_parkin@byu.edu

Bill Nelson; CEO; FirstLight Independent/Nelson Media Productions 661.979.3667
bill@firstlightindependent.com

Megan Sanders; Consultant; MiscMaven Consulting 415.412.6310
meganlsanders@me.com

James Alexander; Writer/Producer/Director; The Good Line 801.319.6020
james@thegoodline.com

Filmography

FILM	PRODUCTION COMPANY	ROLE	YEAR	DIRECTOR
Maggie	BYU TMA Department	Executive Producer, Student Mentor	2017	Lindsay Walch
Brooklyn Too	BYU TMA Department	Executive Producer, Student Mentor	2017	Cameron Babcock
Raisin'	BYU TMA Department	Executive Producer, Student Mentor	2016	Danny Hunt
The Wizard of Bismarck	BYU TMA Department	Executive Producer, Student Mentor	2016	Jarom Cowan
The Surface	BYU TMA Department	Executive Producer, Student Mentor	2015	Willem Kampenhout
Chile Fields	BYU TMA Department	Executive Producer, Student Mentor	2015	Rhonda Gray
On A High Arid Plain	BYU TMA Department	Executive Producer, Student Mentor	2014	Colten Ashley
On The Rocks	BYU TMA Department	Executive Producer, Student Mentor	2014	Sam Featherstone
Shooting Ducks	BYU TMA Department	Executive Producer, Student Mentor	2014	Gregory Barnes
Without A Rope	BYU TMA Department	Executive Producer, Student Mentor	2013	Nick Dixon
Your Cocoon and You	BYU TMA Department	Executive Producer, Student Mentor	2013	Dallin Cerva
Mirror Portrait	BYU TMA Department	Executive Producer, Student Mentor	2012	Derek Dunn
Weeping	BYU TMA Department	Executive Producer, Student Mentor	2012	Jacob Lees Johnson
7.2.95	BYU TMA Department	Executive Producer, Student Mentor	2012	MarSchelle Walker
Bitter Pill	BYU TMA Department	Executive Producer, Student Mentor	2012	Sarah Butler
Redemption: For Robbing The Dead	FirstLight Independent [Int'l Distribution]	Producer, Student Mentor	2011	Tom Russell
Unicorn City	Salt Lake Film Productions/ Deep Studios [Int'l Distribution]	Producer, Student Mentor	2011	Bryan Lefler
Dante's Hamlet	BYU TMA Department	Executive Producer, Student Mentor	2011	Babetta Kelly
Dance	BYU TMA Department	Executive Producer, Student Mentor	2011	Eric Pasternak
mr. bellpond	BYU TMA Department	Executive Producer, Student Mentor	2011	A. Todd Smith
Weighted	BYU TMA Department	Executive Producer, Student Mentor	2011	Jordan Petersen
The Wolf and the Ewe	BYU TMA Department	Executive Producer, Student Mentor	2011	Jordan Augustine
TELEVISION/WEB/COMMERCIAL	PRODUCTION COMPANY	ROLE	YEAR	DIRECTOR
Beyond: Pilot Episode	FirstLight Independent/ Writer's Block Productions/BYU TMA Department	Producer, Student Mentor	2014	Thomas Russell Hunter Phillips
Eugenie	FirstLight Independent/ Writer's Block Productions/BYUB	Producer, Student Mentor	2013	Kohl Glass

TELEVISION/WEB/COMM con't	PRODUCTION COMPANY	ROLE	YEAR	DIRECTOR
Writer's Block Documentary: Davey Morrison Dillard	FirstLight Independent/ Writer's Block Productions/BYUB	Producer, Student Mentor	2013	James Alexander
Writer's Block Documentary: Davey Morrison Dillard and Matt Merrill	FirstLight Independent/ Writer's Block Productions/BYUB	Producer, Student Mentor	2013	James Alexander
Dr. Fubalous [Web Series]	Hip Hop Doc/Deep Studios	Consulting Producer	2012	James Alexander
Clara Tales [Web Series]	Clara Tales Productions	Production Consultant	2012	Eliza Dawson
Diantha's Crossing	BYU TMA Department [Int'l Distribution]	Producer, UPM, Student Mentor	2010	Tom Russell
CA Dept. of Human Services Documentary	The Marcom Group	Producer, Creative Director	2006	Dave Plivelich
OTHER PROJECTS	PRODUCTION COMPANY	ROLE	YEAR	DIRECTOR
Premier Employer Solutions Multi-video Project	The Good Line	Consulting Producer, Project Manager	2016	Joseph LeBaron Travis Pitcher
Multiple Television Commercials	Various	Creative Director, Writer, Producer, Director	1997 to present	Various

Awards and Recognition

The Surface

Winner: REMI Award, Worldfest-Houston Int'l Film Festival 2016
 Winner: Best Student Short, Miami Science Fiction Film Festival, 2016
 Winner: Emerging Director Award, Other Worlds Austin Film Festival, 2016
 Winner: Emerging Production Designer, Other Worlds Austin FF, 2016
 Winner: Best Sound Design, Filmed in Utah Awards, 2016
 Winner: Best Leading Actress, Filmed in Utah Awards, 2016
 Winner: Best Cinematography, Underfunded Film Festival, 2016
 Winner: Best Short Film, Underfunded Film Festival, 2016
 Winner: Best Film Under \$25,000, Underfunded Film Festival, 2016
 Nominee: Best Student Short, FilmQuest Festival, 2016
 Nominee: Best Sci-Fi Film, End of Days Film Festival, 2016
 Nominee: Best Female Supporting Actor, End of Days Film Festival, 2016
 HollyShorts Film Festival Official Selection, 2016
 Intendence Film Festival Official Selection, 2016
 Park City International Film Fest Official Selection, 2016
 World Fest International Film Fest Official Selection, 2016
 Ozark Shorts Film Festival Official Selection, 2016
 Dam Short Film Festival Official Selection, 2016
 Original Narrative Film Festival Dubai Official Selection, 2016
 New Hope Film Festival Official Selection, 2016
 Cleanshots Film Festival Official Selection, 2016

Shooting Ducks

Cannes Film Festival, Shorts Corner Official Selection, 2015
 Acquired for international distribution by Shorts TV, 2015
 Utah Arts Fest Official Selection, 2015

Beyond

Redemption: For Robbing The Dead

New York Television Film Festival Official Selection, 2015
 Winner: Best Film, Association of Mormon Letters, 2013
 Daily Herald Top Ten Films of 2012
 Winner: Filmed in Utah Awards, 2012
 Winner: Festival Pride of Place, LDS Film Festival 2012
 Heartland Film Festival Official Selection, 2012

Unicorn City

Winner: Best Film, Chicago Comedy Film Festival, 2011
 Winner: Best Film, GenCom Film Festival, 2011
 Winner: Best Actress, LA Comedy Film Festival, 2011
 Heartland Film Festival Official Selection, 2011
 San Diego Film Festival Official Selection, 2011

**Awards and
Recognition
continued**

Dante's Hamlet

Winner: Audience Choice Award, LDS Film Festival, 2013
Seattle True Independent Film Festival Official Selection, 2013
Los Angeles Women's International Film Festival Official Selection, 2013
New Filmmakers New York Film Festival Official Selection, 2012
Redemptive Film Festival Official Selection, 2012

mr. bellpond

Winner: Best Comedy, Best Director, Emmy Foundation College Television Awards, 2012
Winner: Regional 39th Annual Student Academy Awards, 2013
Winner: Best Student Film, Honolulu Film Awards, 2013
Winner: Award of Excellence, Best Shorts Competition, 2013
Winner: Best Comedy, Ivy Film Festival, 2013
Winner: Audience Choice Award, LDS Film Festival: Best Comedy, 2013
Winner: Best Short, Best Set Design, Best Costume Design, Best Sound Mix, Filmed in Utah Awards, 2013
New Filmmakers New York Film Festival Official Selection, 2013
Heartland Film Festival Official Selection, 2013
Indianapolis Film Festival Official Selection, 2013
Gotham Screen International Film Festival Official Selection, 2013
New Hope Film Festival Official Selection, 2013
Winner: Best Web Series, Filmed in Utah Awards, 2013
Mormon Film Festival Belgium, Official Selection, 2010
LDS Film Festival Official Selection, 2010

Dr. Fubulous

Diantha's Crossing

Silver Clio – Clio Key Art Awards

2016

Random Acts Press Kit

Final Selection - Creative Arts Design Annual

2016

Granite Flats Press Kit

Emmy – Rocky Mountain Emmy Awards [3]

2016

Promotion: Program – Single Spot/Image: American Ride

Promotion: Program – Campaign: BYU Basketball

Promotion: Program – Sports: Blue Runs Deep

Gold - AAF Addy Awards

2016

Local – National Television Single

Silver - AAF Addy Awards

2016

Local – National Television Campaign

Silver Clio – Clio Key Art Awards

2015

Granite Flats Press Kit

Emmy - Rocky Mountain Emmy Awards [2]

2015

Promotion: Program – Campaign: BYUSN

Promotion: Program – Campaign: Football

Multiple Gold, Silver, Bronze AAF Addys

2005-2006

Local – Print, Radio, Television, Outdoor, Campaign

Regional – Print, Radio, Television, Outdoor, Campaign

National – nomination for Campaign [wrote, directed and produced this campaign]

**Professional
Accomplishments
and Certifications**

Co-Organizer and Coordinator, BYU Writer's Conference

2017, 2015, 2013

Co-Planner and Accounting Coordinator, BYU Film Study Abroad

2016, 2012

Co-Presenter, University Film and Video Conference, Columbia College, Chicago

2012

Panelist, LDS Film Festival

2012

California Real Estate Licensure

1997

Certified Phase Contrast Microscopist

1990

**Professional
Accomplishments
and Certifications
continued**

Bakersfield College Student Body President	1989
Bakersfield College Circle K Club President	1989
Bakersfield College Psychology Club President	1989
Moderator, Youth Council of the Southern CA Conference of the United Church of Christ	1986
Secretary, Youth Council of the Southern CA Conference of the United Church of Christ	1985