

Debra Haller

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EXPERIENCED EXECUTIVE PRODUCER/WRITER/PRODUCER

Executive Producer and Writer/Producer with two decades of film, television and digital content development, production and marketing experience. My specialty is developing and producing multi-platform television and digital media projects and leading creative teams toward common goals.

KEY ACCOMPLISHMENTS AND CLIENTS

- Created and drove integrated media strategies and produced television programming, promotion, collateral and digital content for clients including CBS, PBS, NBC, Discovery Channel, Experience Music Project, Microsoft, WGBH-TV, Vulcan Productions, USDA, University of Kansas, Girl Scouts USA, the Kauffman Foundation, the YMCA, the Hornall Anderson agency, KCTS, REI and the Bill & Melinda Gates Foundation.
- A “big picture” thinker, I have led the strategic vision for my company, Three Chicks Media, since 2001 and for Convergence Global Media since 2015. In my roles as Executive Producer and Managing Partner I oversee creative content and business development, pitches and fundraising, design, marketing, media production, contracts, budgets, staff, freelancers, vendors, partnership development and client relations.

AREAS OF EXPERTISE

- Television & Creative Media Content Development
- TV/Media Production and Post-Production Supervision
- Digital Storytelling
- Team Leadership & Mentoring
- Leading Multi-platform Media Projects
- Partnership Development
- Budget & Resource Management

PROFESSIONAL HISTORY

Convergence Global Media – Principal and Managing Partner

Seattle, WA

August 2015 – present

- Executive Producer in the film, television and media development company with a mission to produce digital content with positive impact. Most recently, we produced and delivered a show for PBS called *The Mystery of Mount Rainier*.

Three Chicks Media, Inc. – Principal

Executive Producer/VP of Creative Development

Seattle, WA

January 2001 – present

- Leadership and oversight on all creative content and business development including proposal and script writing, pitch meetings, strategic partnerships, client and vendor relations, content development, budgets, production schedules, team management and marketing
- Development consultant and Executive Producer for the USDA project *Youth Water United*, a national multimedia initiative for youth to promote the stewardship of water as an essential, and threatened, resource. Collaborators included the Y, 4H and Boys & Girls Clubs
- Executive Producer/Co-creator of *All Terrain Brain (ATB)*, an award-winning television, web and educational outreach project about entrepreneurship for kids ages 8-12. The \$2.5 million project was funded by the Kauffman Foundation. Nine thousand *Team ATB Activity Guides* (produced in conjunction with WGBH) and *All Terrain Brain* series DVDs were sent to after school group leaders nationwide. *ATB* is currently airing on PBS stations across the USA and all 25 one-minute episodes plus educational outreach materials are available at www.allterrainbrain.org. Collaborators included Girl Scouts USA and Citizen’s Schools.

- Co-creator and development lead for the children's animated, art-themed television series and companion web site *Artopia*, which was sold to New York's PBS affiliate WNET.
- Writer, Director and Executive Producer of *Fits Inn*, a series of five live-action episodes about health and fitness for Girl Scouts USA
- Executive Producer for the University of Kansas science-based animation, web and educational outreach project for children entitled *Quarked: Adventures in the Subatomic Universe*. Quarked was funded by a National Science Foundation EPSCoR grant and the Kauffman Foundation. All materials are available at www.quarked.org

REI – Recreational Equipment, Inc.

Senior Manager, Media Studio

Kent, WA

2013 – 2015

- Led a team of 26 production staff plus freelancers at REI's in house Media Studio
- Responsible for deliverables including photography and motion media content production for digital advertising, television and radio, direct mail, print, social media, customer and member promotions, in-store marketing, loyalty programs, corporate PR and communications, REI Adventures and Outdoor Programs, and REI Private Brands.
- Key member of the Creative Leadership team at REI headquarters, a retail Co-Op with over \$2B in annual sales and over 10,000 employees
- Accountable for team leadership, mentoring, personnel development and staffing
- Oversight on operational and media production budgets of approximately \$3MM

WEATHERHEAD Experience Design Group/Vulcan Productions

***The Blues* Web Site for PBS – Project Manager/Producer/Writer**

Seattle, WA

2003

Writer/Producer and Manager of the production team, creative content and schedule for the interactive website supporting Martin Scorsese's five-part documentary series *The Blues*.

Vulcan Productions/WGBH-TV

***Evolution* Web Site for PBS – Senior Project Manager**

Boston, MA & Seattle, WA

2001

- Provided daily management of the production team and schedule for all components of a large, interactive website supporting the seven-part documentary series *Evolution*.
- Hired to help lead a project that was behind schedule and over budget, I problem-solved, re-allocated resources and developed contingency plans to ensure complete and timely delivery of the one million dollar *Evolution* online initiative.

Seaside Productions – Principal/Director/Writer/Producer

Seattle, WA

1997 – 2001

Wrote, produced, and directed television and film projects including production and promotion for:

- **Discovery Health Channel** - documentary film *Silent Angels* hosted by Julia Roberts
- **CBS Television** - 1998 Winter Olympics in Nagano, Japan
- **The Discovery Channel** - Discovery Kids *Super Shark Week* Promo Campaign

Pinnacle Efx – Manager of Production

Seattle, WA

1996

Supervised creative development, client relations and production for the broadcast design and animation group plus managed a twelve person staff of designers, producers, 3D animators, motion control camera operators and stage crew.

KSTW-TV - Director of Marketing and Creative Services

Seattle, WA

1994 - 1995

- Member of station senior management team and director of a twelve person staff including the promotion, art, community relations, publicity, and new media departments.
- Directed marketing, promotion and complete redesign/re-launch of station image as it switched from an independent to a CBS affiliate.
- Created and implemented a \$2 million "switch" campaign including on-air, radio, outdoor, transit and print advertising.
- Created and launched *Interact11*, Seattle's first ever TV station website.

Freelance Television Writer/Producer

New York, NY 1991-1994

- **CBS Sports Marketing** - Promotion writer/producer for 1992 and 1994 Winter Olympics
- Writer/producer of fifty prime-time *Olympic Moments*
- **CBS Network Television Marketing** - Writer/producer of first ever marketing CD ROMs produced for network affiliates
- **CBS News** - Promotion writer/producer for *CBS This Morning*
- **The Geraldo Show** – Writer/Producer

AWARD WINNING PROJECTS

W3 Gold Award, Children

W3 Gold Award, Education

2008

All Terrain Brain Website
Weatherhead Experience Design Group and
Three Chicks Media

CINE Golden Eagle Award

Houston Worldfest Platinum Award

APEX Award 2002

WGBH-TV/Vulcan Productions web site
Evolution for PBS (Team Awards)

Distinguished Achievement Award

Association of Educational

Publishers 2008

Team ATB Activity Guide
All Terrain Brain Project
WGBH-TV and Three Chicks Media

BDA Award 1996

Television Station News Graphics
KSTW-TV, Seattle
Creative Director

EDUCATION

BA in Radio/Television Production and Communications
Minor in Advertising
Murray State University

Certificate in Nonprofit Management
University of Washington

ORGANIZATIONS AND NONPROFIT BOARDS

Metrocenter Y – Board and Program Committee Member 2012 - 2014
Passages Northwest – Board Member and Marketing Chair 2009- 2010
Women in Film - Member
Seattle International Film Fest - Member

ADDITIONAL INTERESTS

Hiking, cycling, kayaking, travel, movies, writing, reading, gardening, inline skating, cooking, dining, theater, Vespa scooters, yoga, skiing and just about anything outdoors.