

TERRENCE STEWART

Executive Producer | Integrated Production Leader

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EXECUTIVE PROFILE

Executive Producer and content production leader with 15+ years of experience delivering high-impact integrated campaigns for global brands and leading agencies. Expert in building scalable production operations, leading cross-functional teams, and executing complex multi-channel launches across broadcast, digital, experiential, and social platforms.

Recognized for balancing creative ambition with operational discipline and financial oversight, including management of production budgets up to \$4M. A trusted partner to senior creative and client stakeholders, known for elevating content quality, improving production efficiency, and driving successful campaign outcomes.

CAREER HIGHLIGHTS

- Led production for the Wegovy Pill Launch, delivering a high-visibility integrated campaign across multiple platforms.
 - Managed production budgets of up to \$4M, ensuring on-time and on-budget delivery.
 - Supervised and mentored production teams of up to 4 direct reports, fostering collaboration and accountability.
 - Recipient of 4 Telly Awards recognizing excellence in video and television content.
 - Produced campaigns for major global brands including Wegovy, Lenovo, Dunkin', Bounty, Charmin, and Puffs.
 - Built production workflows that improved delivery timelines, vendor coordination, and creative execution quality.
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PROFESSIONAL EXPERIENCE

Executive Producer — Accenture Song

2023 – Present | Tampa FL

Lead integrated production across video, digital, and experiential campaigns supporting major healthcare brands.

- Directed production for the Wegovy Pill Launch, managing complex stakeholder alignment and regulatory considerations.
 - Own production strategy including scope development, staffing, budgeting, and full lifecycle execution.
 - Supervise internal producers and external vendor teams to ensure seamless delivery.
 - Strengthen production workflows and scheduling processes to improve operational efficiency.
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VP, Executive Producer — Zeno Group

2022 – 2023 | New York, NY

Oversaw large-scale pharmaceutical campaign production across multi-channel content ecosystems.

- Managed cross-functional collaboration between creative, account, and strategy leadership.
 - Improved resource planning and delivery frameworks to enhance campaign performance.
 - Provided senior production oversight on high-priority client initiatives.
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Senior Producer — Arnold

2020 – 2022 | New York NY

Led national broadcast, digital, and experiential productions for major consumer brands.

- Produced integrated campaigns for Lenovo and Dunkin', managing budgets, timelines, and creative execution.
 - Negotiated talent agreements and ensured SAG compliance for national advertising initiatives.
 - Delivered digital content programs across multiple concurrent workstreams.
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Executive Producer — Outback Editorial

2013 – 2017 | Atlanta GA

- Led production for a \$4M integrated rebranding campaign for Carnival Cruise Lines.
 - Oversaw broadcast, digital, and print deliverables across multiple agency partners.
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Freelance Production Leadership — SapientRazorfish | Marina Maher Communications | 22Squared | Artifact Design | Erwin-Penland | DDB

- Produced national campaigns for brands including Bounty, Charmin, and Puffs.
 - Managed integrated production initiatives spanning commercial, digital, and experiential content.
 - Built foundational expertise in vendor negotiation, broadcast trafficking, and production operations.
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LEADERSHIP CAPABILITIES

Content Production Strategy

Integrated Campaign Leadership

Production Operations & Workflow Optimization

Budget Ownership & Financial Stewardship

Vendor & Talent Negotiation

Experiential & Broadcast Production

Client Relationship Development

Team Leadership & Mentorship

AWARDS

4× Telly Award Winner — Excellence in video and television production