

Steven J. Anderson

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Award-winning Executive Producer with 20+ years of success in commercial, entertainment, VFX, live-action, and on-air design production. Recognized for fostering strong client relationships, leading diverse creative teams, and balancing visionary creativity with strategic financial management. Experienced collaborator with top agencies, studios, and global brands.

Core Skills

- Executive Production & Strategic Leadership
- Production & Post-Production Management
- Team Building, Mentorship & Talent Development
- Creative Development & Visionary Storytelling
- Strategic Partnerships & Client Growth
- Client Relations, Contracts & Negotiations
- Business Operations & Financial Strategy
- Budgeting, P&L Oversight, Live Action + Post Production Bidding

Work History

Executive Producer

Sarofsky, Chicago, IL | July 2014 - August 2025

Award-winning Design-focused post-production studio serving global brands and major film studios.

- Led production teams of 15+, including producers, editors, animators, and finishing artists.
- Oversaw Sales, HR, Technology, & Production, aligning operations with creative & financial goals.
- Managed multi-million-dollar budgets and contract negotiations, safeguarding company interests.
- Significant live action production bidding & management including local and international locations.
- Cultivated relationships with premier clients, including **Marvel Studios, Apple, Amazon, Netflix, Warner Bros., and leading agencies & parent companies (McCann, Highdive, Ogilvy, DDB, FCB, VML Publicis, IPG, WPP & Omnicom)** for multiple brands: **Verizon, General Motors, Kraft, Abbvie, Pfizer, Sanofi, Nissan, SC Johnson, State Farm, Chick-fil-A, Molson Coors, Bank of America and many more.**
- Drove growth through operational best practices and yearly production forecasting.
- Collaborated with legal counsel to develop and review contracts, safeguarding company interests and ensuring compliance.

- Assumed responsibility for day-to-day company management and operations, implementing best practices and strategic initiatives to drive growth year over year.

Executive Producer

Nolo Digital Film, Chicago, Illinois | January 2023 - August 2025

Award-winning boutique color correction company for the commercial and film industries.

- Oversaw bidding, scheduling and fostering and maintaining client relationships in the advertising, brand and entertainment fields.
- Directed client engagements & production workflows, ensuring creative excellence & timely delivery.

Head of Production

Trisect, Chicago, IL | November 2013 - July 2014

- Oversaw bidding, scheduling, and client relations, ensuring seamless project delivery.
- Directed daily operations and financial strategy to drive profitability.
- Key clients included **Kimberly Clark, ConAgra Brands, Kawasaki, Mike's Hard Lemonade.**

Director of Content Production

Merge World (formerly HY Connect), Chicago, IL | January 2012 - November 2013

- Managed all production across the agency network: television, radio, print, digital & social platforms.
- Transformed the department from the ground up hiring and managing agency producers, business managers, editors and project managers.
- Key clients included **Blue Cross Blue Shield, Indiana University Health, Advocate Health, Turtle Wax, Museum of Science & Industry.**

Freelance Senior Content Producer

McGarryBowen, Stern Advertising & Jim Beam Brands, Chicago, IL | September 2011 - August 2012

- Produced global branding campaigns, employee retention and recruitment videos for the Jim Beam portfolio of brands.
- At McGarryBowen & Stern, major clients included **Pfizer, Disney, Kraft Foods & Kay Jewelers.**

Producer/Senior Producer

FCB Chicago, Chicago, Illinois | September 2000 - August 2011

- Responsible for all aspects of production from pre-production through post and finish across a wide variety of mediums and platforms.
- Extensive live action experience including both local and international locations.
- Major clients included **State Farm, Hilton, Hampton Inn, Blue Cross Blue Shield, Miller Coors, KFC, Kraft, Newell Rubbermaid & SC Johnson.**

Education

MFA

University of Pittsburgh, Pittsburgh, PA

BA

Viterbo University, La Crosse, WI