

# William F. Kerner

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## Marketing Production Executive

Creative Leadership | Brand Management | Marketing Strategy

Award-winning creative leader with a diverse career in video production and on-air broadcast production from concept through completion. Strategist who shapes brand and marketing campaigns with the best set of media tools and collaboration to achieve goals within budgets. Manager with proven skills at optimizing the creative workflow .

### LEADERSHIP COMPETENCIES

#### Content Production

Director of Photography  
Digital Asset Management

#### Creative Vision

Branded Content /Commercials  
Content Strategy

#### Team Leadership

Training & Development  
Adobe Creative Suite

### SELECT CAREER HIGHLIGHTS

- Pioneered a network in-house production agency and saved an average of 25% over external quotes and vendors.
- Inclusive leader who motivates and inspires diverse creatives and builds a clear team culture.
- Strong business acumen applied to building teams, setting effective timelines, and managing budgets.

### CAREER PROGRESSION

EW Scripps Company ♦ West Palm Beach, FL ♦ 2003-2023

#### Vice President, Integrated Marketing Production (2016 - 2023)

##### **Management**

- Built an internal production team, consistently delivered high-quality productions at a 25% savings versus external teams.
- Integrated planning, staffing, and systems when Scripps acquired Ion Media in 2021.

##### **Production**

- Pitched and produced co-branded content for 50+ advertisers annually, such as Pepsi, Pillsbury, Tyson, Little Caesars, Sonic, Arby's, Smirnoff, Priceline, Overstock, Rakuten, Geico, and Liberty Mutual.
- Produced NHL Media Day internally for new partner NHL Las Vegas Knights and saved \$60K over external quote.
- Won "Delivering on a Dime" Promax Bronze Award for launching the new "MacGyver" series with a minimal budget.
- Directed talent on set for 15+ shows, including "Criminal Minds", "Leverage", "Psych", and "Private Eyes".

#### Director of Brand Strategy, ION Media (2012 - 2016)

- Worked closely with SVP of Marketing to develop brand and strategic creative vision for all properties.
- Set and led creative standards for internal team and guided external resources to achieve company goals.
- Represented the company as the Promax BDA Ambassador, providing a public facing leadership role.
- Selected for a future leaders program in 2012 which fosters skills required for director and vice president roles.

#### Associate Creative Director, ION Media (2006 - 2012)

- Managed capital and operating budgets for an internal creative team of 25+ including producers, editors, audio engineers, and graphic designers who produced 100% of the network's on-air promotions.
- Directed and executive produced behind-the-scenes content for original programming and off-net show acquisitions.

#### Promotions Producer, Editor @ Pax TV, ION Television (2003 - 2006)

- Wrote, directed, produced and edited on-air promotions for network and sponsor-driven content.
- Shot field and studio video, edited programming and designed motion graphics.

### EDUCATION & TRAINING

Associate of Arts, Communication, Media Arts | The Art Institute of Fort Lauderdale, FL  
RED Camera Operator Certification