

WILLIAM F. KERNER

Jensen Beach, FL 34957 | 561.846.1846
kerners@mac.com | linkedIn.com/in/bill-kerner

Marketing Production Executive | Creative Leader

EXECUTIVE SUMMARY

Accomplished marketing production executive with 20+ years of success building brands and devising marketing strategies for top media properties, advertising agencies, and brands such as Pepsi, Pillsbury, Tyson, Little Caesars, Sonic, Arby's, Smirnoff, Priceline, Overstock, Rakuten, Geico, and Liberty Mutual. Expert at creating branded content, delivering compelling concepts, and leading creative teams. Pioneer in designing a network-level in-house production agency model that drove substantial ROI, streamlined budgets to 25% of average, saved time, and reduced costs. Builds diverse teams who produce captivating content that engages audiences on minimal budgets. Creates an inclusive, motivating, and empowering team culture where everyone is a valued contributor to the creative process.

Areas of Expertise

Content Creation | Brand Management | Marketing Strategy | Project Management | Creative Leadership

PROFESSIONAL EXPERIENCE

The E.W. Scripps Company (Acquired Ion Media in 2021), West Palm Beach, FL

2003–Present

VP, Integrated Marketing Production, 2021–Present

VP, Integrated Marketing Production, 2016–2021

Provide creative leadership and standards for integrated marketing and branded content. Conceptualize, write, direct, produce, and edit branded content for advertising clients. Manage the fulfillment of all productions, paying meticulous attention to detail, including production timelines and budgets (both project and CapEx). Evaluate results to provide the best solution. Ensure that work is compliant with network and broadcast standards.

- Built an in-house production team to produce branded content, which drove increased revenue.
- Produced branded content for 50+ advertisers annually, which contributed to double-digit percentage growth for 10 consecutive years.
- Cultivated strong relationships with advertisers while saving ~\$2 million in production fees.
- Trained staff in producing and cinematography, which enabled them to thrive through mentorship.
- Contributed to new business development, client activities, and pitches.
- Collaborated with set designers to build four new sets (entertainment space, kitchen, police station, and an interrogation room).
- Directed talent on set for 15+ shows, including “Criminal Minds,” “Leverage,” “Psych,” and “Private Eyes.”

Director of Brand Strategy, 2012–2016

Collaborated with SVP of Marketing to establish brand and overall strategic vision. Shaped and guided creative paths across all Ion Media properties, including on-air website and print magazine ads.

- Provided creative leadership and standards for the Creative Services department.
- Served as a key resource for the goals of each project under the brand; introduced new strategic ideas and creative knowledge.
- Promax BDA Ambassador Program: Selected in 2012/2013 to represent the company within PromaxBDA for all initiatives. Promax is the global association for entertainment marketing, representing professionals who create the biggest brands in media. Management, production, and marketing executives at broadcast and cable networks take leadership roles by increasing their profile at networks and within the PromaxBDA community.
- ION Future Leaders Program: Selected in 2012 as one of eight individuals to participate in an internal one-year mentorship program under the direction of the SVP leadership team, including 360-degree goal setting and reviews, preparation to follow in successor's footsteps and lead in area of expertise, and promotions to Director of Brand Strategy and then Vice President.

Associate Creative Director, 2006–2012

Led the on-air promotions department for ION Television. Oversaw a creative staff of 25+, including producers, editors, audio engineers, and graphic designers who executed 100% of the network's on-air promotions.

- Led by example, producing compelling campaigns while working alongside other producers.
- Planned and led on-air promotional strategies for stunt campaigns, premieres, and holiday programming.
- Collaborated with outside creative agencies on brand refresh and upfront event productions.
- Served as Executive Producer and Director for BTS content of original programming and talent from acquired off-net shows.
- Oversaw capital and operating budgets.
- Supported the hiring and training of new department staff.

Promotions Producer/Editor, (Pax TV/ION Television), 2003–2006

Wrote, produced, and edited on-air promos to promote the network's schedule.

- Directed shoots, shot field and studio ENG video, edited programming, and designed motion graphics.
- Collaborated with business and marketing teams to develop initiatives, cross-channel promotions, and sponsor-driven content for network and third-party broadcast.

OTHER EXPERIENCE**Florida Panthers, Sunrise, FL****2005–Present****Director of Photography for Media Day & Marketing Content, 2010–Present****Game Day Presentation Crew, 2005–Present**

- Replay Operator (Grass Valley Dyno, Collosseo)
- ENG Shader/Video Engineer
- Camera Operator

Mark Sosin's Saltwater Journal, Boca Raton, FL**2001–2003****Camera Operator**

Lead Camera Operator for a nationally broadcast fishing program. Oversaw the maintenance of equipment. Edited 30-minute shows for broadcast specifications. Led graphic design and packaging for a DVD series.

- Won numerous awards for videography and editing, including Telly, Videographer, and Conservationist.
- Built and developed underwater camera technology.

EDUCATION**AA, Communication, Media Arts, 1999**

The Art Institute of Fort Lauderdale, Fort Lauderdale, FL

Certifications

Certified RED Camera Operator, 9/2016

TOOLS & TECHNOLOGIES

- Director of Photography, Digital Media Management
- Adobe Creative Suite: Premiere, Photoshop, After Effects, Illustrator

AWARDS

- Cablefax Award: Corporate Social Responsibility, Blanket NYC, 2014; Marketing Campaign, IONTHUSIASTS, 2014; Marketing of a New Series, ION WWE Main Event, 2013; Marketing of a New Series, ION Flashpoint, 2012.
- Promax BDA Award: Digital Programming Promotion, ION Original Series, Durham County Special Event, 2010

VOLUNTEER WORK

- International Coastal Cleanup, 2021
- Florida Oceanographic, Global Beach Cleanup Day, 2019
- Surfers with Autism, 2015 & 2016