



PETER KEENAN

Los Angeles, CA
310.717-7400

JOB TITLE

Commercial Television Producer

EXPERIENCE

FREELANCE — 2018

Story, CFS Production, Seed, Big Nest Creative, Lucky 21, Seed, Dictionary Films, Soapbox Films, ArtifactLA, One @ Optimus, MK Films, Backyard, Public VFX, Slim Pictures, Drive Thru

LIVED THROUGH, BACKYARD VENICE, CA — 1990 - 2010

20 years of producing award winning commercials for global ad agencies and their clients. I live and breath advertising. Extensive knowledge of digital workflows of the many digital capture devices such as Arri Alexa, Amira, RED, Epic, Sony, Phantom, Panasonic P2, GoPro and Canon HDSLR line of cameras. Developed “expert” production methodology to enable streamlined framework from production to post. Witnessed the transition from film to digital and all that it involves. Experienced in producing work with celebrities, small children and animals. Survived the SAG strike and came out unscathed.

FREELANCE PRODUCER, CHICAGO, IL — 1986 - 1990

Cut my teeth in Chicago. Learned the various procedures of production including smiling a lot and trying not to pass the buck too much. Worked with a diverse group of folks who showed me the way.

VIDEO ASSIST OPERATOR, CHICAGO, IL — 1985 - 1986

It was during this time in my career that I figured out “Ad-Speak” while working side by side with agency creative and their clients in the holy video village. The stories I could tell...

GRIP, CHICAGO, IL — 1984 - 1985

Had the pleasure of finding out early that the cushy job was in production and not coiling three-inch thick cable in -20F freezing weather.

PRODUCTION ASSISTANT, CHICAGO, IL — 1983 - 1984

First one in, last one out, everybody’s your boss, lowest paid worker on the call sheet but always the person who gets it done. One of the most thankless jobs on the set until of course you show up with the hot coffee or have uncovered that lost can of unexposed film that somehow went missing. Motto: “Always remember your roots.”

BRANDS

Katjes, Edwards Lifesciences, Coolief, Harley Davidson, Metamucil, Lexus, DirectTV, Georgia Natural Gas, Iams, Citizens Bank, Chevrolet, Spireon, Rockport Shoes, Dr. Scholls, Time Warner Cable, Fiat, Choice Hotels, Subway, Robitussin, Disney, Snyders, CenturyLink, AT&T, P&G, Bayer, CenturyLink, USPS, USMC, Positec, Ford, McDonalds, Delta, Home Depot, Coke, Dean Foods, Gerber, Hanes, AOL, V8, AmpSurf, Purina, Kelloggs, ESPN, TD Bank, Listerine, Silk, Cobra, Progressive, JC Penny, Walmart, Geek Squad, Comcast, Heinz, FootJoy, American Express, CA, Nextel, Quaker, Jiffy Lube, Cub Cadet, GM, GLSEN, Blue Cross, PowerBar, TD Bank, SunTrust Bank, Shell, ABC TV, Zyrtec, NBC/Comcast, Honda, Huntington Bank, Pepsi, Raffaello, Taylor Made, Food Lion,...

EDUCATION

M.F.A.

The School of The Art Institute of Chicago
Chicago, Illinois

B.F.A

Kansas City Art Institute
Kansas City, Missouri

SKILLS

Produced “direct to client” commercials. Union, and non-union crews. Knowledgeable of the numerous codecs and workflows used in today’s professional digital capture productions. Expert skill set for a Producer. Well versed in Excel/Numbers, Word/Pages, ShotLogic scheduling software, FilemakerPro and various graphic programs. Developed in-house P.O. software for production as well as customization of bidding software. Beta-Tester for a variety of software applications. Produced in assorted international locals and throughout the US of A.

REFERRALS

Available upon request.