



# Robert Pennino

Line Producer - Marketing & Advertising

[www.robertpenninofilm.com](http://www.robertpenninofilm.com)

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Experienced commercial, music video, promo & digital content producer. Responsible for overseeing creative delivery for national brands at all budgets.

## Work Experience

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### Line Producer

- Develops and manage budgets up to 2.5 million while overseeing all production line #'s from development through delivery.
- Key executive between production company, agency, label and client to keep schedules on time and on budget.
- Hire all crew, talent and vendors and negotiate compensation & contracts with 3rd parties.
- Has produced in most major cities across the country and many around the world.
- Create a cohesive environment for all personnel to deliver the best content.
- Communicate with all department heads to keep timelines on schedule.
- Track and report daily departmental costs during all phases of production.
- Create budgets from boards, scripts or treatments.
- Approve all daily shooting budgets, schedules and locations.
- Support the directors vision while keeping the project within the parameters of the approved creative.

## Projects

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### Commercials

Burger King, I Love NY, Pennzoil, Thrifty, Nascar, Champion, GMC, Natures Own, Interstate å, Ford, Alabama Power, Dollar Tree, Blind Barber.

### Music Videos

Santana, Rob Thomas, Jay Z, Biggie Smalls, Garrett Gates, Debelah Morgan, Julio Iglesias, Joey McIntyre, Lenny Marlin.

### Films/Long Form

Jay Z Streets Is Watching, Flonase, NY Mets, Back On My Feet, Betaseron, Buddy Brew, Bloodlines

## Skills

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Leadership, Budgeting, Scheduling, Event Management, Post Production, Marketing, People Development, Communication, Problem Solving, Team Building, Product Management, Account Management

## Education

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University Of Tampa  
*Programming & Production*  
1992

## Languages

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English, Conversational Italian

*"The best producers are the best anticipators. Staying away from the uh oh moments in production only come from having those uh oh moments."* Robert Pennino Shoot Magazine