

SHELBIE MALINSKI

AGENCY PRODUCER

 www.ShelbieMalinski.com

ABOUT ME

Producer with 8+ years of experience overseeing end-to-end production for broadcast, digital, and social campaigns. Expert in production scoping, cost estimation, and budget management. With a strong track record of partnering with creative, client, and subject matter expert teams to deliver high-quality work without compromising timelines or budgets. Recognized for leadership, collaboration, and execution of complex productions from concept through delivery for national brands.

EDUCATION

Drake University

Bachelor of Arts | Digital Media
2013 - 2017

- Member of Alpha Kappa Psi

Goldsmiths University of London

Semester Abroad
2015

SKILLS

Production Management

- Production Scoping & Cost Estimation
- Project Planning & Scheduling
- Multi-Project & Resource Management
- Risk Identification & Issue Resolution

Budgeting & Finance

- Budget Development & Management
- Cost Controls & Reconciliation
- Purchase Orders (POs) & Invoicing
- Billable Cost Tracking
- Finance & Accounting Collaboration
- Production Financial Reporting

Creative Excellence

- Creative Collaboration & Concept Development
- Broadcast, Digital & Social Production

Tools & Production Systems

- Asana, Workfront, Frame.io, Figma
- Adobe Creative Suite (Premiere, After Effects)
- AICP Bidding

PROFESSIONAL EXPERIENCE

Agency Producer | Karsh Hagan

2026 - Present

- Manage all phases of production including pre-production, execution, and post-production workflows such as editorial, vfx, color, finishing, and asset delivery.
- Negotiate and manage vendor scopes, talent contracts, licensing, and usage agreements for directors, photographers, editors, artists, and production partners.
- Execute creative production operations across all stages, aligning timelines, resources, and post-production deliverables to ensure high-quality campaign launches.
- Build production plans and managed project financials for integrated campaigns, aligning creative goals with resource allocation and overall project feasibility.

Agency Producer | Omnicom Production An Omnicom Company

2025 - 2026

- Lead end-to-end production for integrated marketing initiatives across broadcast, print, digital, audio, and social platforms, owning projects from creative intake through final delivery for national brands.
- Develop detailed production scopes and cost estimates, balancing creative ambition and client requests with budget constraints and delivery timelines.
- Oversee all phases of production including pre-production planning, on-set execution, and post-production workflows including editing, animation, sound design, color correction, versioning, and delivery.
- Manage and negotiate with production partners including directors, photographers, editors, and animators to ensure highest-quality, most cost-effective execution.
- Drive operational efficiency by refining production workflows, delivery processes, and fostering effective vendor partnerships.

Producer | TracyLocke / The Integer Group An Omnicom Company

2017 - 2025

- Scoped production workflows including budgets and timelines, ensuring projects met high creative standards, on time, and within budget.
- Managed contracts, vendor negotiations and usage documentation across both union and non-union jobs.
- Served as lead producer for the agency's first influencer-led photoshoot, acting as agency and line producer to deliver 50+ assets across paid and organic channels.
- Pioneered process improvements including introducing "thematic" photoshoots that increased team efficiency and scaled production deliverables.

CLIENTS

