

Janet Arlotta

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Executive/Creative Director

Advertising | TV | Film

Executive leader in television broadcasting and film with a history of excellence at every level after more than 20 years in the industry. Wide range of skills in all aspects of production with excellent decision-making ability that leads to success in all key projects. Has adjusted to the changing landscape of the industry with creative, thought-provoking ideas and concepts. Has produced branded content and virtual technology integration that has resulted in audience engagement every step of the way. Has developed content for television, film and digital while building many valued client and partner relationships in the process.

- Creative Visionary
- Client Relationships
- Strategic Planning & Analysis
- Building Alliances
- Organizational Management
- Hiring/Recruiting
- Communication
- Budget Management
- Leadership Ability
- Live Action Production
- Complex Problem Solving
- Network Launching

PROFESSIONAL EXPERIENCE

FRIENDS OF MINE, Denver, CO

April 2017 – Present

Executive Producer, Marketing & Business Development

- Strategize and identify new markets.
- Build and maintain client relationships.
- Strategize and positively affect growth, both financially and creatively.

TUTTA PRODUCTIONS, Durham, NC

April 2016 – April 2017

Executive Director, Creative Services

- Directs contractors in the delivery of all client work in TV, Digital, and Corporate.
- Manages client relationships and all live action productions.
- Writes pitch proposals, copy and scripts.

SMT, Durham, NC

June 2009 – April 2016

Vice President of Creative Services/Executive Director

- Led independent creative division within global broadcast technology company.
- Recruited and hired key talent, growing the team from one to 25.
- Accountable for profitability within six months and expanded gross revenue to \$3M in its first year.
- Integrated emerging technologies into creative solutions for live TV, specifically Virtual technologies and social media display solutions.
- Managed all live action production and event efforts.
- Directed the successful launch of the branded division of (n+1) design studio.
- Secured and conceptualized new business for Cowboy Stadium's Inaugural Opener.
- Formed key strategic alliances with technology partners in the Virtual space.
- Developed key client partnerships with Red Bull, Nike, GoPro, RED, NASCAR, the Tennis Hall of Fame and others.

FUEL, Santa Monica, CA

May 2001 – Dec. 2008

Owner/CEO & Chief Creative Executive

- Managed all business and production for Emmy Award-winning bi-coastal creative team.
- Successfully launched an international outreach with contacts in the UK, China, Germany, Italy, France and the Netherlands while leveraging programs through the US Dept. of International Commerce.

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- Expanded revenues from \$1M to \$10M per year.
- Built strong client relationships with MTV, OLN, Cartoon Network, Buena Vista Pictures, The Disney Channel, Turner Classic Movies and Nike Films, Grey Worldwide, Weiden+Kennedy, Ogilvy, Saatchi & Saatchi and J. Walter Thompson, General Mills, Nike, Target, Under Armor and EA Sports.
- Developed and expanded key business with Target and their “Living in the Red” brand mission that catapulted Fuel’s growth and brand recognition for the company and the client.
- Pitched and secured the largest single piece of business in Fuel’s existence with Disney Imagineering’s contract for \$1.8M.
- Created operating budgets for team and projects, and managed team of producers to keep those budgets on track.
- Managed and hired creative teams specializing in strategy, conceptual writing, design, animation, live action, interactivity and video editing.
- Created a separate division to handle the demands for branded content, digital and broadcast.
- Wrote pitch proposals, copy and scripts.

FUEL/RAZORFISH, Santa Monica, CA

Jan. 1999 – May 2001

Director of Broadcast

- Lead creative and production teams in award-winning commercials, promos and network branding.
- Managed client relationships in TV, film, interactive and advertising.
- Successfully grew relationships with Disney’s Go.com, Australia’s Nine Network, Sony’s Spiderman, Hyundai and Motorola.
- Redefined brands such as SportsCenter for ESPN and invented brand for X-Games, garnering an Emmy win.
- Launched networks such as InDemand.
- Led community outreach programs with AFI, Promax/BDA, and a host of Broadband Conferences.
- Spearheaded LA communications amongst all broadcast divisions in Los Angeles, New York and London.

EDUCATION & CREDENTIALS

Bachelor of Arts in Broadcast Communications, Montclair State University, Montclair, NJ

PROFESSIONAL MEMBERSHIPS/AFFILIATIONS

Promax/BDA: International Broadcast Promotion and Branding Organization – Serve as Annual Judge in International Competition. **AIGA:** Design Association. **Montclair State Alumni Association.**

SPEAKING ENGAGEMENTS

Guest lecturer for aTVfest – Atlanta; Guest lecturer for Promax/BDA – Los Angeles; Guest lecturer for MSU – New York; Guest lecturer for CoMotion – Savannah; Guest lecturer at BBDO – Dusseldorf, Germany

AWARDS

Final Drafts’ Big Break Screenwriting Contest – Semi-finalist 2015
Featured in Motion Type exhibit/Gutenberg Museum, Mainz Germany 2012
Emmy Nomination 2002
Emmy Award 1999
Promax/BDA Gold, Silver and Bronze Awards 1999 - 2006
Telly Awards (London Based) 2001-2005
AIGA Award 2001

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HOW Awards 2001 & 2002

VOLUNTEER ACTIVITIES

Kids Save the Globe, Habitat for Humanity, Seeds, Project Backpack