

ROGER UBINA

CONTENT PRODUCER

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www.RogerUbina.com

Professional Experiences

Award-winning executive producer/producer with 15+ years of experience

- Produces high-end commercials, music videos, web and branded content
- With over 10 Billion views he is keenly aware of what the consumer wants to see
- Produced three Nickelodeon made for TV movies
- Produced two full length features
- Produced content across every platform
- Produced music videos for award winning artists, such as Bruno Mars, Justin Beiber, Mariah Carey, Robin Thicke, Ricky Martin, and One Republic
- Worked with well-established agencies, such as BBDO, McCann, and Conill
- Experience producing projects in cities across USA, such as Los Angeles & New York, as well as abroad in Mexico, Argentina, Jamaica, Puerto Rico, Vancouver and Toronto
- Has specialized skills and experience with international shoots, large casts (85+), complex choreography, elaborate stunts, visual effects, multiple locations, and other complicated shoots

Work Experience

Producer, *King of The Dancehall* 2015 – 2016

Independent feature starring Whoopi Goldberg, Peter Stormare, Lou Gosset Jr., Nick Cannon, Carl Bradshaw, and Busta Rhymes
Directed by Nick Cannon

Producer, *School Girls/School Girls Holiday Day/Wonder Girls* 2011 – 2014

Nickelodeon Made for TV films featuring Nick Cannon, Angie Stone, and Fred Willard
Directed by Nick Cannon

Executive/Line Producer, Alliance Media Group 2000 – 2010

- Oversaw the transition from a non-union company into a union signatory (DGA, IA, Teamsters)
- Negotiated, researched and prepared all commercial bids and production calendars, working directly with agency and record label personnel
- Upon award, oversaw pre-production (crew booking, art department prep, casting, scouting), and prepped freelance production staff
- Supervised production teams through production, wrap and resolution of outstanding production issues, i.e. payroll, insurance claims, talent, overages and post production
- Established all administrative policies and procedures used for commercial and music video production

Freelance Line Producer (Music Videos & Commercials) 2002 – Present

- Production companies include D.N.A, H.S.I., Dick Clark Productions, Picture Park, FM Rocks, and Department of Film
- Locations include New York, Los Angeles, Miami, Atlanta, Columbia, Puerto Rico, Jamaica and Mexico City

Freelance Video Commissioner, Interscope Records

2007 – Present

- Video Commissioner for artists including Snoop Dogg, Mary J. Blige, and Keyshia Cole
- Oversaw music video production from creative development through post
- Worked closely with directors and executive management to keep creative aligned with marketing goals and artist image
- Responsibilities included budget management, scheduling, crew staffing, production, post-production, and product placement supervision

Technical Skills

Extensive knowledge of:

- RED, Alexa, Canon, Phantom
- HMI lighting
- Grip and Electric gear
- Final Draft, Avid, Final Cut
- Movie Magic & Hot Budget

Partial Credit List

COMMERCIALS

Tropicana	“Seize The Day”
Sonos	“Playbase”
GrubHub	“Any Table” Wolff Olins
Lowe’s	“Hypermade” BBDO
Georgia Lottery	“No Re Gifting” BBDO
Georgia Lottery	“No Assembly” BBDO
Georgia Lottery	“Not Homemade” BBDO
Ad Color Awards	“The Catch” McCann
Ad Color Awards	“I Love You Man” McCann

FEATURE FILMS

King of The Dancehall (2015)	TBD
The Devil’s In The Details (2013)	HMB
Wonder Girls (2011)	Nickelodeon
School Girls Holidays Days (2010)	Nickelodeon
School Girls (2009)	Nickelodeon

MUSIC VIDEOS

*Justin Bieber	“What Do you Mean”	Busta Rymes	“Touch It Remix”
*Bruno Mars	“Just The Way you Are”	Miranda Crosgrove	“Sunshine and Rain”
Maria Carey	“Oh Santa” & “My Love”	Ricardo Arjona	“Apena”
Maria Carey	“Up Out My Face” & “Angles Cry”	Keyshia Cole	“You Complete Me”
*One Republic	“Good Life”	NKOTB f/ Ne-Yo	“Single”
*Robin Thicke	“Lost without you”	Nelly f/ JD & Ciara	“Stepped on My J’s”
Pussy Cat Dolls	“Beep”	Lupe Fiasco	“Paris, Tokyo”
Ricky Martin	“Come With Me”	50 cent	“Strait to the Bank”
Lil Wayne	“Huster Music”	T-Pain f/Yung Joc	“Buy You A Drank”
*Chris Brown	“With You” “Gimmi That”	R Kelly f/TI & T-Pain	“I’m A Flirt”
Alejandro Sanz	“No Me Compares”	Swizz Beatz	“It’s Me Snitches”
*Marc Anthony	“Vivir Mi Vida”	Akon f/ Snoop	“I Wanna Love You”
Carlos Vives	“Volver a Nacer”	Snoop f R Kelly	“That’s That”
Diddy	“Through the Pain”		

* Received an award (i.e. MTV Award, Vevo Award, Grammy Award)