



LAURA HERZING

FREELANCE PRODUCER • EXECUTIVE PRODUCER • PROJECT MANAGER

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CONTACT

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SKILLS

Business Operations

- Operational Strategy
- Process Improvement
- Resource Management
- Policy Implementation
- Cross-Departmental Leadership

Production Leadership

- Project Management
- Budgeting & Scheduling
- Client & Vendor Relations
- Team Building & Recruitment

Business Development

- New Business Strategy
- Client Acquisition & Retention
- Service Offering Expansion
- Public Speaking & PR

Technology & Expertise

- Unreal Engine & Motion Capture
- Virtual Production & AR
- Live-Action & Post Production
- VFX & Animation

AWARDS

2024 3x EMMY Winner

ESPN Toy Story Funday Football
CBS & Nickelodeon Super Bowl LVIII

2023 2x EMMY Nominee

Nickelodeon 'Nickmas' Game

2023 Cynopsis Innovation Winner

Nickelodeon 'Nickmas' Game

2022 IBC Innovation Award Winner

Fox 'Alter Ego'

2021 AICP NEXT Award Nominee

Planters 'Baby Nut' Livestream

2018 CLIO Winner

Dunkin' Donuts 'Runnin on a Cold Brew'

EDUCATION

Marquette University

BA In Communication

EXPERTISE

3x Emmy-Award-winning leader with expertise in AR, experiential, virtual production, animation, VFX, post production and emerging technologies. Experienced in building and leading high-performing teams to deliver groundbreaking work across entertainment, broadcast, experiential, and commercial production.

EXPERIENCE

2025 **Freelance** *Producer, Executive Producer, Project Manager*

Agency & vendor side freelance, contract, project-based and consultation work across AR & Experiential, Virtual Production, Animation, VFX & Post Production.

2025 **Silver Spoon** *Senior Director of Business Operations*

Emmy Award-winning virtual production studio specializing in real-time content and immersive experiences. Led production and organizational strategy.

Key Achievements:

- Operational leadership: Streamlined functionality across production, creative, technology, operations, finance, HR, and business development.
- Team leadership: Managed production, technology and operations departments. Oversaw company-wide resource management, scaling teams and cultivating an inclusive culture.
- Production oversight: Led production operations, ensuring timely and on-budget delivery.
- New business development: Enhanced company positioning as a global leader in real-time and virtual production.

2023 **Silver Spoon** *Executive Producer*

Led strategy, production, and client relations for Silver Spoon and its sister company, We Fly Coach. Positioned Silver Spoon as a leader in AR and virtual production, facilitating its 2023 acquisition by AE Live.

Key Achievements:

- Expanded service offerings from motion capture to live action, VFX, animation, and VP.
- Developed scalable project management pipelines for timely and on-budget delivery.
- Recruited and led top talent, fostering an inclusive culture focused on innovation.
- Built long-term, global relationships with clients, vendors, and freelancers.
- Represented Silver Spoon at industry events & PR, enhancing visibility as a VP innovator.

2019 **We Fly Coach** *Executive Producer*

Led strategy, production, and client relations for We Fly Coach, a full-service commercial production company. Guided the company's growth and merger with Silver Spoon in 2019 by facilitating the consolidation of services, clients, and employees into a unified team.

Key Achievements:

- Led a global team producing projects across live action production, post-production, VFX, and animation.
- Directly managed project bidding, budgeting, and resource allocation.
- Expanded services to include motion capture and Unreal Engine-based production.

PREVIOUS EXPERIENCE

2016 **Animated Storyboards** *Senior Producer*

Oversaw creation of advertising test materials for clients in North America, Europe, and APAC.

2015 **Norton Agency** *Creative Producer*

Produced integrated commercial materials, including live action, print and digital.

2012 **Misix, Inc.** *Manager of Design Services*

Built creative and production pipeline, and managed staff of designers and developers.

2008 **Mader Communications** *Graphic Designer • Traffic Manager*

Managed workflow through the agency. Designed print, web and digital materials.