

JORDAN WILES

PRODUCER

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SUMMARY

Accomplished Senior Producer specializing in TV, branded, experiential, live events, and commercial content. Skilled in talent production, client relations, project management, hiring crew, budgeting, locations, and creative problem-solving. Experienced in collaborating with major networks and Fortune 500 brands, consistently delivering exceptional results that exceed client expectations.

PROFESSIONAL EXPERIENCE

Field Producer/Director (Freelance-Variou)s

Jan 2006 – Present

- Field and Studio Interviews with Hundreds of Talent on Camera
- Managing Crews during prep and in the field
- Location Management and logistics with vendors
- Non Union AD/2nd Duties, managing schedule and daily breakdowns.

Talent Producer, Crucial Casting

Jan 2021 – Present

- Working closely with talent; including prep and on camera interviews, with celebs, actors, and real people.
- Managed client relationships with brands such as Ford, Chevy, Burger King, Coors, Target, Tide, AT&T, Aflac and many major networks including ABC, Netflix, NBC, Comedy Central, TruTV
- Established a nationwide network of talent and Casting Systems to efficiently deliver on time and budget
- Directed all casting phases, delivering over 40+ commercials and 60+ TV projects.

Executive Producer / Owner, Eat Kern Productions

Jan 2017 – Aug 2020

- Produced video content across multiple formats for high-profile brands and influencers, reaching audiences of over 300 million views.
- Built strategic creative partnerships with influencers including Roman Atwood and Logan Paul.

Head of Production, Rabbit Films/The Dudesons-USA

Mar 2016 – Dec 2016

- Increased online subscribers by 400%, reaching 7 million through strategic branded content production.
- Drove revenue growth by securing strategic branded partnerships.
- Established US offices, workflow and operations. Hiring key staff members.

Executive Producer, DreamWorks

May 2015 – Sept 2015

- Developed and executed impactful digital content strategies, significantly boosting viewership on Awesomness TV within two months. Produced 8 episodes of "I Pranked My Parents".
- Coordinated closely with client teams to produce targeted, on-brand video and audio content.

SKILLS

Live Event & Experiential Production
Commercial & Branded Content Creation
Video Editing

Field, Studio & Event Logistics
Casting & Talent Management
Budgeting & Scheduling

Client & Crew Relations
Location Scouting
Travel Coordination

EDUCATION

Bachelor of Arts, TV/Film/Broadcast Production

- Western Michigan University, Kalamazoo, MI

AFFILIATIONS

- Member, Casting Society of America (CSA)
- Emmy Academy
- Atlanta Beekeepers Association

ADDITIONAL INFORMATION

- Interests: Emerging tech, influencer partnerships, creative storytelling, sports, music, travel

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Credit List

Executive / Supervising Producer

FX-Kindred Promos | The Joelsons
T-Pain Promos | Eat Kern Productions
Crypto Shark Tank | Eat Kern Productions
Dudesons Branded Content | Rabbit Films
Jack Links | Epic Signal/Eat Kern Productions
Love Chef Project | Eat Kern Productions
Roman Atwood Promos | Studio 71
Natural Born Pranksters | Collective (Supervising)
Hyundai | BuzzFeed / Eat Kern Productions
Disc Golf The Champions Way | DVD/Flying Disc
I Pranked My Parents | Dreamworks

Field / Segment Producer

Lexus | Lavo Creative, LLC
A Christmas Open House BTS | HGTV
WWE | NBC / Manhattan Place Entertainment
Impact | E One Entertainment (2nd AD)
The Comedy Festival | Live/Special Event
Outfoxed | VH1/Jaime Foxx
Posers | Marron5/VH1
The Surreal Life | 51 Minds
Oblivious | Stone & Company Entertainment

Talent Producer

Mobile X | Kids At Play
Tide | Helo
Coors Light | Ruckus Films
The Prank Panel | ITV Studios America
Dancing With Myself | Grove Street Productions
Secret Celebrity | TGroup Productions
Prank Encounters | Propagate
Fright Club | Propagate

COMMERCIAL & BRANDED CONTENT

AT&T March Madness | Bebida Tailgate / Helo
Solid Gold Dog Food | Nimble Beast
Mobile X | Kids At Play
Tide | NFL/Helo
Westlake Pipe | IronSmith Films
Voodoo Ranger Chez Vous | Wild+Free
Coors Light Refreshing | Droga5 / Ruckus Films
Chamberlain Coffee | Walmart / MGX Creative
Greycap Surf Team | Advertising
North American Bancard | SWAT
IHG Hotel Promos | Milkt
Meta Focus Groups | Supersight
Aflac Coach Prime Marching Band | Ruckus
Aflac Trash Talk March Madness | Helo
Ford F150 Real Texas Owners | GTB
Gallant Pet | Bukwild
Bank of America LA Lights | Hill Holliday
Malteasers Brett Rivera | FullScreen
M&M's Musicians | FullScreen
Matchbox Cars Kids | FullScreen
Dominos Vs. Everyone | Gorilla Flicks
Minute Maid Letters to Parents | Doner / Helo
Papa Johns Choose Your Pie | Supply&Demand
Hyundai Coffee Shop | Buzzfeed
Helpful Honda Fathers Day | Washington Square
Big Lots Babies vs Puppies | Go Films/O'Keefe Reinhard & Paul
Burger Kings Burger vs Sandwich | Crispin Porter + Bogusky/Helo
Microsoft Testimonials | The Media Mob / Omlet
VH1 Naked Dating Promo | Mistress / Backhand
Chevy Upgrade Me | Gorilla Flicks / Helo
Burger King Toll Booth | David / Prettybird
NCAA Talking Bench | Leo Burnett / Prettybird
Reebok Basketball | Rooster
Burger King Wake Up With the King | Crispin Porter + Bogusky / Smuggler