



Ben Berkon

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benberkon.com

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brooklyn, ny

CONTENT PRODUCTION

FREELANCE (VARIOUS)

Executive Producer (May 2013-Present)

-Directors: Derek Cianfrance, Marco Prestini, Ian Pons Jewell, Bryan Buckley, Christian Webber

-Agencies: Ogilvy, Alto, Wieden + Kennedy, Digitas, VICE, R/GA, Johannes Leonardo, Deloitte Digital's Heat

DIGITAS

Associate Director, Executive Producer (March 2017-May 2019)

-Production lead on American Express' 'Pay It Plan It With Tina Fey' 2018 campaign, an \$11 million project

-In 2018, steered over \$570,000 in-house to Harbor, a Publicis-owned production company

OGILVY

Producer (March 2010-May 2013)

BRANDS | adidas Originals, Airborne, American Express, Ameriprise Financial, Black Rock, Coca-Cola, Comcast Business, CVS, DirecTV, DuPont, Holiday Inn, IBM, Kellogg's, Montefiore, NASCAR, Nissan, Samsung, San Pellegrino, Siemens, TD Ameritrade, Time Warner Cable

EXPERTISE | TV, OLV, Social/New Media, Social Influencer, Content Partnership, New Business

EDITORIAL WRITING

BYLINES | The New York Times, The Wall Street Journal, Sports Illustrated, VICE, Forbes, Narratively, McSweeney's Internet Tendency, New York Magazine (Splitsider), The Onion, SB Nation, SNY.tv

VOICE ACTING

SAG-AFTRA | January 2014-Present

EDUCATION

University of Wisconsin-Madison, Madison, WI
BA 2009, History

AdHouse Advertising School, New York, NY
Concepting Creatively (Feb.-April 2011)
Introduction to Creative Process (Sept.-Dec. 2010)

Ethical Culture Fieldston School, New York, NY
Class of 2005, Pre-K-12

ACHIEVEMENTS

Broke the alleged "witch-hunt conspiracy" against former-Mets' reliever Jenrry Mejia for The New York Times. Mejia became the first player to receive a life-time ban for illegal substances. The story was the lead feature in the sports section (in print), and was then reported on by every national publication.

Production lead on two successful New Business pitches for Ogilvy & Mather, helping them win Comcast Business and Coca-Cola.

Voiced Comcast Business' Built for Business 2014 National TV & Radio campaign.

REVIEWS

"We just saw the latest round of rough cuts for the Tina Fey 'Pay It Plan It' (PIPI) work, and it went really well! All of our comments and even additional, proactive explorations were addressed with what felt like a crazy fast turnaround. When I probed about what's different this time, [the creative and account leads] called out Ben for being an amazing partner. He's managed to keep so many tracks moving for us with the 'PIPI' work that I'm confused whether he actually sleeps. In fact, we're so dependent on him that I started calling other male producers 'Ben' regardless of their actual name. Note: this is actually true. The team can verify. In short, Ben is a gem, and we are incredibly thankful to have him as the backbone of this project."

-Jeannie Chu, American Express | VP / Digital Marketing

"[The NewFront 'Caveman & Astronaut' film] is one of the best examples of stealth producer skills I have seen in a while. You have done a phenomenal job on this. I am so happy and extremely impressed. Thank you so much for making our team shine here. This would not have happened if you didn't personally lean in on this, creatively, logistically, and collaboratively."

-Peter McCann, Digitas | SVP / Head of Production

"Ben Berkon is an extremely pleasant person, easy-going, collaborative, calm under pressure, and highly organized. Ben is tenacious; when faced with inconsistent input from a wide swathe of account and creative persons, he is well-able to align opinions and move forward smoothly.

Ben's work ethic is, if anything, beyond expectations. His instincts are excellent; when many others, after working a cool 12-hour day in a tricky edit, would pack their bags and flee from the building, Ben always takes the time to sit, reflect on all that has transpired, send wrap-up notes, and in general ensure that everything that has to be done has indeed been done.

Ben exceeds expectations. He is utterly reliable. He is a super-quick responder. He is a better writer than many with that title here. And his wry sense of humor has saved me on many occasions."

-Lee Weiss, Ogilvy | Executive Producer