

DREAM. CREATE. INSPIRE.

Laticia Headings

Producer/Writer

1955 Jefferson Street, #5
San Francisco, CA 94123
310.869.9395
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www.laticiaheadings.com

Profile

Over 13 years of experience in television, documentary film and multi-platform media. Confident at the helm or collaborating with a team. Dedicated to the art of creating top-quality content whatever the project.

Experience

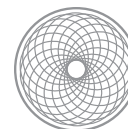
MULTI-MEDIA PRODUCER, Bars+Tone - San Francisco, CA Oct 2010 - present
Consult with clients seeking brand and marketing video strategies to support their business. Oversee concept development, script writing and multi-media production. Clients include TiVo, PG&E, Riverbed Technology, Trend Micro.

PRODUCER, PBS/ Beyond Pix - San Francisco, CA Sep 2008 - Nov 2009
Oversaw all aspects of post production for the award-winning investment series, *MoneyTrack*. Conceptualized creative angles to blend financial news, current events and expert advice in to an entertaining format for everyday investors. Guests include Ben Stein, Warren Buffet, Dr. Phil.

PRODUCER, We TV/ Hoff Productions - Emeryville, CA Jul 2007 - Feb 2008
Helmed *Chain Gang Girls*, an intensive two-hour documentary about America's only all-women's chain gang. Involved in all aspects of production from conception to completion, including directing and supervising a six-week field shoot in Arizona with two production crews.

CO-PRODUCER, Everest Peace Project (EPP) - Los Angeles, CA Jul 2004 - 2009
Integral part of creative development team for the documentary film, *Everest: A Climb for Peace*, narrated by Orlando Bloom. Coordinated prospective financiers with EPP, an organization promoting a global community of peace and tolerance. One of nine participants involved in EPP's "Climb for Peace 2005" to the summit of Mt. Kilimanjaro, Africa. Shot segments in Africa and helped edit trailer.

PRODUCER/ DIRECTOR/ WRITER/ HOST, Mobi TV - Emeryville, CA Jan - Feb 2007
Consulted on ways to start, shape and sustain an in-house original programming department to deliver Mobi-specific content to cell phones internationally. Worked directly with public relations and marketing departments to strategize on fresh ideas and concepts to brand already existing programming. Wrote, directed, shot and hosted original segments and promos used to launch new direction of the company.



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**SHOW PRODUCER/ WRITER, National Geographic Channel/ Hoff Productions
Emeryville, CA May - Nov 2006**

Collaborated with client (NGC) on show outline, content and visuals for two one-hour hi-definition shows, *Fantastic Food Factories: Sweet Tooth & Snack Attack*. Booked crews. Field produced segments throughout 10 cities during month-long shoot. Conducted over 50 interviews. Wrote scripts. Edited and screened rough and fine cuts. Oversaw budget.

PRODUCER, E! Entertainment Television - Los Angeles, CA Jan - May 2006

Developed treatment and creative story lines for new series, *Child Star Confidential*. Wrote segments. Supervised team of three people. Oversaw field shoots and edit sessions. Managed budget.

PRODUCER/ MANAGER, Participant Media - Beverly Hills, CA Mar 2004 - Jan 2005

Established and ran new documentary division from ground up. Analyzed submissions and proposals and presented to executives. Forged relationships with noted documentary filmmakers. Sought out projects that best fit mandate of the company.

PRODUCER/ WRITER, Strand Communications - Los Angeles Sep 2002 - Apr 2003

Developed show ideas and concepts by researching current events for half-hour start-up show, *Modern Girl's Guide to Life*. Coordinated and directed field shoots. Wrote segments. Booked talent.

SEGMENT PRODUCER, E! Entertainment Television-Los Angeles Nov 1999 - Jul 2002

Co-produced one and two-hour docu-dramas for the Emmy-nominated series, *E! True Hollywood Story*. Conducted interviews. Devised story lines and wrote scripts. Supervised all edit and audio sessions. Managed budget.

FIELD PRODUCER, E! Entertainment Television - Los Angeles, CA Jul - Sep 2001

One of six people chosen to produce E!'s first reality show, *Vegas Showgirls: Nearly Famous*. Organized field shoots and directed camera crews during rigorous month-long Las Vegas shoot. Conducted extensive interviews with cast members on daily basis. Developed format and story lines. Supervised edit sessions.

Education

Dickinson College, Carlisle, PA - Bachelor of Arts degree, 1995

Affiliations

Producer's Guild of America, Member since 2006 - San Francisco chapter