

Cindi Rice

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Film • Television • Commercial • Video • Branded • New Media

Versatile producer with expertise in creative development, physical production, distribution, business and strategic planning.

Skills & Expertise

- ✓ 15+ years hiring, leading and training both creative and technical teams.
- ✓ Produced hundreds of commercial, branded, narrative and other digital videos.
- ✓ Proven track record supervising film/video projects through development & production.
- ✓ Demonstrated success delivering projects on time and on budget.
- ✓ Adept with live-action, animation, stop-motion and live-stream production workflows.

Professional Experience

- INDEPENDENT PRODUCER** — Self (Los Angeles, CA) Mar 2014 – Present
- Estimate costs, submit bids and fulfill client requests for any production or creative needs.
 - Establish new production pipelines and strategies for clients.
 - Supervise projects from development and physical production through delivery.
 - Hire crews, create budgets, schedule shoots, submit bids, file permits and manage communication.
 - Manage internal and freelance teams on multiple simultaneous productions.
- HEAD OF PRODUCTION & DEVELOPMENT** — Epic Level Entertainment (Burbank, CA) Nov 2004 – Mar 2014
- Supervised all aspects of physical production, from pre-production through final delivery.
 - Developed new entertainment projects/scripts with writers, creators and rights holders.
 - Cultivated relationships with crew, performers and unions for potential productions.
 - Negotiated terms for new business opportunities and entertainment options.
 - Set up television, DVD and theatrical distribution for films.
- HEAD OF PRODUCTION** — FAWN TV (Santa Monica, CA) July 2013 – Jan 2014
- Established production plan for scripted and reality video projects for web distribution.
 - Organized and evaluated project budgets and company financials.
 - Helped negotiate third-party sponsorship and distribution deals.
- EXECUTIVE PRODUCER** — Red 5 Studios (Laguna Hills, CA) Jan 2012 – Nov 2013
- Launched new Stage5TV entertainment channel for gamers.
 - Produced scripted and reality video projects for web distribution.
 - Negotiated third-party partnerships and sponsorships to build channel.
- AGENT/PRODUCER** — Critical Hits (Los Angeles, CA) Jan 2002 – Jan 2005
- Represented licensing rights for major gaming, fiction and comic book properties.
 - Consulted creatively on movie and television development of fantasy properties.
 - Created, developed, and pitched new properties in multiple business categories.
- DIRECTOR OF ENTERTAINMENT LICENSING** — Hasbro (Los Angeles, CA) May 2001 – Jan 2002
- Sought out new entertainment opportunities for Hasbro brands.
 - Evaluated and selected pitches from potential licensees/partners.
 - Negotiated major deal points for licensing agreements for all channels.
 - Developed standard boilerplate for overall entertainment contracts.
- DIRECTOR OF RPG BUSINESS & LICENSING** — Wizards of the Coast (Renton, WA) Jul 2000 – May 2001
- Supervised business management team and cross-functional service teams.
 - Created product schedules/budgets, business strategies and marketing plans.
 - Guided R&D in product creation, to fulfill business strategies & meet customer needs.
- RPG BRAND & LICENSING MANAGER** — (Wizards of the Coast Renton, WA) Aug 1995 – Jul 2000
- Crafted brand positioning documents and licensing bibles.
 - Established RPG licensing strategy and long-term customer acquisition strategy.
 - Created and maintained editorial styleguides for internal company usage.
 - Led editorial process for RPG line & managed creation of annual release schedule.

Computer Skills

Creative: *Photoshop, Premiere Pro, After Effects, InDesign, Audition, Dreamweaver, GoLive, Final Cut Pro, Illustrator*

Other: *Media Encoder, MS Word, Excel, Power Point, Movie Magic Scheduling/Budgeting, Final Draft, FileMaker, WordPress, Scenechronize, Filezilla, Acrobat Pro, Limited CSS & HTML*

Media Credits

Series

- **Producer** — *Twin Turbo*, live-action television series, Wiegand Brothers Media, 2016
- **Producer** — *Interns*, live-action web series, Relativity Media, 2013 - 2014
- **Producer** — *Bite Me*, live-action web series, FEARnet/Machinima, 2010 - 2012
- **Executive Producer** — *Knights of Bloodsteel*, live-action tv miniseries, SyFy Channel, 2009
- **Production Exec** — *Beauty Lab*, celebrity makeup tutorials, FAWNtv, Oct 2013
- **Executive Producer** — *Game Changers*, hosted reality talk show, Stage5tv, March 2013
- **Producer** — *Mr./Ms. Right*, live-action comedy sketch series, AlrightTV, April 2013
- **Producer** — *KIN*, animated web pilot, Machinima.com, 2013
- **Executive Producer** — *The Continuum*, live-action anthology series, Stage5tv, 2012 - present
- **Producer** — *Dungeon Bastard*, live-action web series, EpicLevelTV.com, 2011 - present
- **Producer** — *The All New Game Show*, livestream series, TheStream.tv, Spring 2011
- **Producer** — *Inside The Legend*, live-action web series, EpicLevelTV.com, 2012 - 2013
- **Producer** — *Space Guys In Space*, live-action web series, EpicLevelTV.com, 2011 - 2012
- **Producer** — *Arby 'n' the Chief*, live-action web series, Machinima.com, 2010
- **Producer** — *Earth Force 5*, live-action web series, EpicLevelTV.com, 2009
- **Producer** — *Xombie: Dead on Arrival*, animated series, Halo 8 Entertainment, 2003 - 2008
- **Producer** — *ALIVE*, live-action web series, Insight Entertainment, 2007

Branded/Commercial/Music

- **Producer** — D&D Live From Meltdown, live stream, Hasbro, June 2016
- **Producer** — *Disney Princess Little Kingdom*, TV spot, Fiction Films & Jakks Pacific, Feb 2016
- **Producer** — *Tsum Tsum*, TV spot, Fiction Films & Jakks Pacific, Feb 2016
- **Producer/Editor** — *Butterfly Happiness*, online promos, Insect Lore, Sep 2015
- **Producer** — *Gen Con 2014*, official live-stream coverage, Oomba Inc., Aug 2014
- **Producer** — *WAR*, music video, Songhammer, May 2014
- **Producer** — *Gen Con 2013*, official event coverage, Gen Con LLC, Aug 2013
- **Producer** — *Agent Kingston*, branded promos, Kingston Technology, Sept 2013
- **Producer** — *Death Is On The Way*, music video, Songhammer, May 2013
- **Producer** — *Snapdragon Challenge*, commercial promo, Qualcomm/Machinima, 2013
- **Executive Producer** — *For The Win*, live-action music promo, Red 5 Studios, 2013
- **Producer** — *Halo Reach*, commercial series, Microsoft/Machinima, 2012
- **Producer** — *XBOX Live Faster on FiOS*, commercial promo, Verizon/Machinima, 2012
- **Producer** — *Rise of Nightmares*, commercial promo, Sega/Machinima, 2012
- **Producer** — *Speed Wheel*, commercial promo, Microsoft/Machinima, 2012
- **Executive Producer** — *Firefall Fest*, week-long livestream event, Red 5 Studios, Fall 2012
- **Executive Producer** — Penny Lane, PSA/commercial, Women In Film, 2004
- **Executive Producer** — Kids Korp USA, PSA/commercial, Women In Film, 2004

Feature Films

- **Producer** — *Malevolent*, animated horror film, Coverage Ink, 2015
- **Production Supervisor** — *Bob Thunder: Internet Assassin*, live-action comedy film, Relativity Digital, 2015
- **Consulting Producer** — *The Dead Matter*, live-action horror film, Midnight Syndicate, 2010
- **Co-Executive Producer** — *Dragons of Autumn Twilight*, animated film, Paramount Pictures, 2008
- **Co-Executive Producer** — *Adventures of Johnny Tao*, live-action film, Shoreline Entertainment, 2006
- **Consulting Producer** — *Wrath of the Dragon God*, live-action film, Warner Bros., 2005
- **Producer** — *Scourge of Worlds*, "interactive" animated film, Warner Home Video, 2003
- **Executive Producer** — *Midnight Chronicles*, live-action film, Boll AG, June 2009
- **Executive Producer** — *The Gamers: Dorkness Rising*, live-action film, Anthem Pictures, 2008
- **Consulting Producer** — *Southland Tales*, live-action film, Sony Pictures, 2007
- **Executive Producer** — *An Ordinary Killer*, live-action film, CDI Films, 2005
- **Producer's Rep** — *Wicked Spring*, feature film, York Entertainment, 2003
- **Producer's Rep** — *Tangy Guacamole*, feature film, Ardustry Entertainment, 2003

Short Films

- **Producer** — *Goblin Queen*, live-action short film, Garbled Jargon Media, 2015
- **Producer** — *Outpost*, live-action short film, Giddy Welshmen, 2014
- **Producer** — *Roll Again*, live-action short film, Rogue Pilot, 2014
- **Producer** — *Boxcars*, live-action short film, Rogue Pilot, 2014
- **Producer** — *This is Normal*, live-action short film, Giddy Welshmen, 2013
- **Executive Producer** — *Momentum*, live-action short film, Stage Five, 2013
- **Executive Producer** — *Limit Break*, live-action short film, Stage Five, 2013
- **Executive Producer** — *Supervillain Security Solutions*, live-action short film, Stage Five, 2013
- **Executive Producer** — *The Offering*, live-action short film, Stage Five, 2013
- **Executive Producer** — *Biohazards*, live-action short film, Stage Five, 2013
- **Executive Producer** — *Adrift*, live-action short film, Stage Five, 2013
- **Executive Producer** — *So Dark*, live-action short film, Stage Five, 2013
- **Executive Producer** — *Zero Sight: Bad Call*, live-action short film, Stage Five, 2013
- **Executive Producer** — *Allure*, stop-motion short film, Stage Five, 2013
- **Executive Producer** — *One of Us*, live-action short film, Stage Five, 2013
- **Executive Producer** — *One More Fight*, live-action narrative music video, Stage Five, 2013
- **Executive Producer** — *Witch of Deadwood*, animated short film, Stage Five, 2013
- **Executive Producer** — *Co-Op*, live-action short film, Stage Five, 2012
- **Executive Producer** — *Dialogue Tree*, live-action short film, Stage Five, 2012
- **Executive Producer** — *Green Ruby Pumpkin*, CG short film, Stage Five, 2012
- **Executive Producer** — *Partner*, live-action short film, Stage Five, 2012
- **Executive Producer** — *Interglobal Trading Fund*, live-action short film, Stage Five, 2012
- **Executive Producer** — *Graveyard*, live-action short film, Stage Five, 2012
- **Executive Producer** — *Husband Walkthrough*, live-action short film, Stage Five, 2012
- **Executive Producer** — *Last Warrior Standing*, live-action short film, Stage Five, 2012
- **Executive Producer** — *So Pretty*, live-action short film, Stage Five, 2012
- **Executive Producer** — *Lisa*, live-action short film, Stage Five, 2012
- **Executive Producer** — *The Invention of Video Games*, live-action short film, Stage Five, 2012

Publishing

- **Brand Manager/Publisher** — *World's WORST Dungeon Crawl* (RPG adventure, 2014)
- **Producer** — *Xombie: Reanimated* (graphic novel, 2011)
- **Editor** — *Xombie: Dead On Arrival* (illustrated novel, 2006)
- **Brand Manager** — *Cthulhu D20 RPG* (core rulebook, 2002)
- **Brand Manager** — *Wheel of Time RPG* (core rulebook, 2001)
- **Brand Manager** — *DUNGEONS & DRAGONS Adventure Game* (box game, 2000)
- **Brand Manager** — *DIABLO II Roleplaying Game* (core rulebook, 2000)
- **Brand Manager** — *POKÉMON Jr. Adventure Game* (box game, 1999)
- **Co-Author** — *Children of the Night: The Created* (RAVENLOFT, adventure book, 1999)
- **Co-Author/Editor** — *Champions of the Mists* (RAVENLOFT, sourcebook, 1998)
- **Editor** — *Dungeon Builder's Guidebook* (D&D, sourcebook, 1998)
- **Editor** — *Domains of Dread* (RAVENLOFT, core rulebook, 1997)
- **Co-Author/Editor** — *The Shadow Rift* (RAVENLOFT, sourcebook, 1997)
- **Co-Author** — *Children of the Night: Ghosts* (RAVENLOFT, adventure book, 1997)
- **Editor** — *Doors to the Unknown* (PLANESCAPE, adventure book, 1996)

Biography

As an independent producer, Cindi strives to combine flexibility and artistic quality, deftly weaving ideas, relationships and talent throughout the entire creation and production process. Some of her feature producing credits include *Dragons of Autumn Twilight* (Paramount Pictures), *Midnight Chronicles* (Landroval Studios & Boll KG), *Adventures of Johnny Tao* (MTI Entertainment), *Wrath of the Dragon God* (Warner Bros) and *Scourge of Worlds* (Rhino Home Video). Her most extensive work has been on the series front, with credits like *Knights of Bloodsteel* (SyFy Channel), *Bite Me* (FEARnet), *The Continuum* series (Stage5TV), *Beauty Labs* (FAWNtv), and dozens of shows for EpicLevelTV. She has also produced numerous commercials, promos and music videos for clients such as Microsoft, Women in Film, Machinima, Verizon/Fios, Halo Reach, Qualcomm, Songhammer, Team Unicorn, Kingston Technology and Gen Con. In addition to producing, Cindi has also been called on to help manage and/or launch digital channels for clients like Red 5 Studios, Epic Level TV and Michelle Phan.