



# William K. Baker

C-LEVEL EXECUTIVE | CREATIVE PRODUCER

CONTENT CREATOR | BUSINESS CONSULTANT

- Long Beach, CA
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## CORE COMPETENCIES

- Project Management
- Business Planning
- Creative Content Development
- National/Global Operations
- Revenue Forecasting
- New Business Development
- Professional Writing
- Statistical Analysis
- Social Media Marketing
- Strategic Partner Relations
- Business Process Reimagining
- Transition/Change Management
- Team Building & Training
- New Product Development
- Business Turnaround

## EDUCATION

- **Bachelor of Science - Recording Industry Management** with minors in Entertainment Technology & History, [Middle Tennessee State University](#)

## PROFESSIONAL GUILD MEMBERSHIPS

- Producers Guild of America (PGA)
- Directors Guild of America (DGA)

## SUMMARY

I am a proven leader in business, driven by analytical and historical results. I possess extensive experience in building & turning around businesses, creating traditional & digital entertainment content for global consumer release and marketing/advertising. I have almost two decades of expertise in economics, budgeting, scheduling, content development, writing & storytelling.

Constantly improving my skills, my base of knowledge grows by attending industry seminars, consuming new information and keeping up with the constantly changing technologies and trends. A consummate leader and mentor with a high degree of ethics, my passion to achieve greatness drives my work ethic for global success.

## PROFESSIONAL EXPERIENCE

### CEO/ Founder, Producer & Writer

Jan 2012 - Present

#### WILLIAM BAKER FILMS, LLC

William Baker Films is an entertainment production company signatory to the IATSE and DGA unions that develops and produces films for global distribution.

From initial concept and equity financing, through final delivery of the project, I oversee all aspects of the various projects including development of screenplays, production budgets, production schedules, accounting, principle photography, post-production, social media accounts and final delivery for global distribution. I hold full P&L responsibility for the company.

- Created 14 single purpose entities (new corporations) for various projects and completed 11 U.S. state film incentives and audits for feature films receiving \$18,400,000 in tax refunds.
- Negotiated contracts with U.S. labor unions (IATSE, DGA, WGA, SAG & Teamsters).
- Managed corporate accounting, state filming incentives, tax filings, payroll, and other financial requirements.
- Approved all marketing materials and concepts for released projects.
- Created budgets and schedules for various films, television and commercials with greenlit shows totaling a combined \$102,000,000 in overall budgets.
- Managed as many as 200 employees per project.
- Write treatments, scripts, business plans and professional content.
- Attached "A" list talent from the largest talent agencies (WME, CAA, UTA, ICM, Gersh & APA).

## WEBSITES & PRODUCERS REEL

[pro-labs.imdb.com/name/nm1353216](http://pro-labs.imdb.com/name/nm1353216)

[vimeo.com/280784135](https://vimeo.com/280784135)

[www.linkedin.com/in/williamkbaker/](http://www.linkedin.com/in/williamkbaker/)

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## LANGUAGES

- English - Native
  - Spanish - Conversational
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## SOFTWARE/APP EXPERTISE

- AICP Budgeting
- Dropbox
- Expensify
- Final Draft
- Google's Full Suite of Apps
- GreenSlate Accounting
- Hubspot Sales & Marketing
- IMDb Pro
- Microsoft Office Suite & Outlook
- Movie Magic Budgeting/Scheduling
- Nitro Pro PDF Creator/Editor
- Point Zero Budgeting
- QuickBooks Pro
- Scenechronize
- Showbiz Budgeting/Scheduling
- Social Media Apps
- Variety Insights
- Various Travel Apps
- Vimeo Pro
- Yamdu by Arri

## V.P. of Sales & New Business Development

May 2017 - June 2018

### GREENSLATE ENTERTAINMENT PAYROLL, INC

GreenSlate is a B2B provider of entertainment payroll, film/tv tax incentive tracking and business services for entertainment related companies

My primary responsibilities were focused on bringing new film and television clients to the company by using my personal professional network of producers, line producers and unit production managers. Many of the new clients were found via nationwide networking events and researching new leads discovered via various weekly entertainment production bulletins, IMDb Pro and Variety Insights for projects entering the pre-production phase.

- Granted full responsibility to negotiate terms and close all deals.
- Closed over \$560,000,000 in production budgets for payroll services including several long-term exclusive contracts with major production companies.
- Increased company prospect list by more than 1,400 new contacts from personal database and professional networks.
- Initiated a new company production management platform to integrate with the company's proprietary accounting software. The application increases the flow of information, between schedules, call sheets, production reports and cost reports.
- Researched key sponsorship opportunities and presented findings to the Chief Marketing Officer. Many of my ideas were implemented.

### Producer, Line Producer & Production Accountant

Nov 2001 - Jan 2012

#### FREELANCE PRODUCTION

I worked on 95+ advertising commercials, music videos, feature films and unscripted programs in the United States and around the world, winning the jobs with extreme competition. I quickly became adaptable to many different cultures and international locale, as each provided its own set of fun challenges.

International clients hailed from England, France, Italy, Japan, Mexico, South Korea, Spain, Turks & Caicos & United Arab Emirates. I have traveled extensively for productions within the United States and internationally. I maintain an expertise in automotive commercials especially in running footage.

### General Manager

Jan 1999 - Aug 2001

#### ENTERPRISE IMAGE, LLC

Enterprise Image was the AVID editing system rental division of the now defunct Enterprise Interactive, a global firm and parent company of Enterprise Recording Studios, Audio FX Rentals, Enterprise DVD Authoring, and Enterprise Distribution, a content licensing division.

I was recruited to manage Enterprise Image to profitability. Quickly achieving the goal of turning an \$800K deficit into a \$2.6M profit in my first year I became responsible for P&L accountability, operations, sales, marketing, finance, human resources, IT, purchasing and business development.

- Increased client base by 75% and held an 87% retention rate. Negotiated deals with Disney, Warner Bros, Sony, 20th Century Fox, Pixar, and other post production companies.
- Drove revenue gain 215% in one year, taking it to all-time high of \$5.1M.
- Implemented strong marketing campaign to Los Angeles film, TV, and commercial segments, establishing solid market presence for company.
- Lowered vendor costs 33% by renegotiating sub-rental contracts.

## SELECTED CREDIT LIST

Feature Films	Position	Company	Distributor	Release	Genre	Director	Producer
The Assassin's Code	Produced by / Line Produce	William Baker Films	Gravitas Ventures	2018	Thriller	David A Armstrong	William Baker
My Friend Dahmer	Co-Producer/Line Producer	Ibid Filmworks	FilmRise	2017	Drama	Marc Meyers	Jody Girgenti
The Hatred	Production Accountant	Big Rock Films	Anchor Bay Ent.	2017	Horror	Mike Kehoe	Malek Akkad
In-Lawfully Yours	Line Producer	Home Theater Films	Ocean Avenue Ent.	2016	RomCom	Robert Kirbyson	Chris Aronoff
Criminal Activities	Production Supervisor	Capacity Pictures	Image Entertainment	2015	Action/Thriller	Jackie Earle Haley	Wayne Rice
Old Fashioned	Co-Producer/Line Producer	Skoche Films	Freestyle Releasing	2015	Romantic Drama	Rik Swartzwelder	Nathan Nazario
Fear Clinic	Line Producer/Prod Acct	Fear Chamber Prod.	Anchor Bay Ent.	2014	Suspense/Horror	Robert Hall	Mark Johnson
Miss Meadows	Production Supervisor	Miss Meadows, LLC	Entertainment One	2014	Dark Comedy	Karen Hopkins	Rob Carliner
Underdogs	Key Production Accountant	Media Service Corp	Freestyle Digital	2013	Football Drama	Doug Dearth	Tom Rooker
Tomorrow You're Gone	Production Supervisor	Good Deed Ent.	Echo Bridge Ent.	2012	Thriller	David Jacobson	Scott Donley
3 Day Test	Line Producer/UPM	Home Theater Films	VMI Worldwide	2012	RomCom	Corbin Bernsen	Chris Aronoff
25 Hill	Line Producer/UPM	Home Theater Films	EchoLight Studios	2011	Drama	Corbin Bernsen	Chris Aronoff
Touchback	Location Manager - Ohio	Freedom Films	Anchor Bay Ent.	2011	Football Drama	Don Handfield	Kevin Matusow
El Superstar: Juan Francis	Location Manager	Blue Cactus Pictures	Cinema Libre Studio	2007	Mockumentary	Amy French	Chris Moore
Puff Puff Pass	Executive Producer	Rainforest Films	Sony Pictures Ent.	2006	Buddy Comedy	Mekhi Phifer	William Packer
The Evil Within	Location Manager	Supernova, LLC	Vision Films	2017	Horror	Andrew Getty	Robert Hickey
Latin Dragon	Location Manager	Pacific Entertainment	Screen Media Ventures	2004	Action	Scott Thomas	Mike Irwin
Selected Commercials	Position	Company	Aired	Release	Genre	Director	Producer
Honda Passport	Producer	M.B.A.	USA & Web	2018	Automotive	Rick Balthaser	William Baker
Safe Auto Insurance	Production Manager	Primary Elements	USA	2015	Insurance	John Trahar	Sue Crain
Microsoft Hololens	Production Manager	Capture Photo, LLC	USA & Web	2015	Technology	Graham Willoughby	David Moore
Honda Pilot	Producer	M.B.A.	USA & Web	2015	Automotive	Rick Balthaser	William Baker
Nissan Juke	Line Producer	Double Entente Films	USA, Europe, Web	2013	Automotive	Lieven Van Baelen	Jean Ozannat
Honda Odyssey	Production Manager	M.B.A.	USA & Web	2011	Automotive	Dave James	Rick Balthaser
Hyundai Veloster	Production Manager	M.B.A.	USA & Web	2010	Automotive	Rick Balthaser	Randy Lubert
Subaru Outback & Legacy	Production Manager	EWI, Inc	USA	2009	Automotive	Lance Richter	Mike Hansen
Kia Sportage	Production Manager	M.B.A.	USA	2009	Automotive	Rick Balthaser	Mark Munson
Kia Lancer/Ralli Art	Production Manager	M.B.A.	USA	2009	Automotive	Rick Balthaser	Bill Nash
Honda Pilot	Producer/Prod Mng	M.B.A.	USA	2008	Automotive	Rick Balthaser	William Baker
Acura TL	Producer/Prod Mng	M.B.A.	USA	2008	Automotive	Kevin Ward	William Baker
Kia Spectra	Producer/Prod Mng	M.B.A.	USA	2008	Automotive	Rick Balthaser	William Baker
Mitsubishi Lancer	Production Manager	M.B.A.	USA	2008	Automotive	Rick Balthaser	Bill Nash
Nastro Azzuro	Producer	Arsenale 23, Italy	Italy	2007	Italian Beer	Matteo Bonifazio	William Baker
Birra Morretti	Production Manager	Film Master, Italy	Italy	2007	Italian Beer	Luca Miniero	Michele Petternella
Honda Accord	Production Manager	M.B.A.	USA	2007	Automotive	John Arolotto	Mark Munson
Mitsubishi Lancer EVO	Production Manager	M.B.A.	USA	2007	Automotive	Mike Hansen	Mark Munson
Alzheimers "Jenny"	Production Manager	Fast Track Ent.	USA	2007	Medical	John Scheer	Mark Munson
ING Orange	Production Manager	Clou Production Svcs	USA	2006	Business	Massimiliano Rocchetti	Michele Petternella
Mitsubishi Evolution	Production Manager	M.B.A.	USA	2006	Automotive	Rick Balthaser	Mike Hansen
Honda SUT	Production Manager	M.B.A.	USA	2006	Automotive	Rick Balthaser	Mike Hansen
Bio Presto	Production Manager	Mercurio Cinematografica	Italy	2004	Italian Detergent	Paolo Monico	Bettina Godi
Television/Documentaries	Position	Company	Network	Release	Genre	Director	Producer
Cleveland Clinic-Abu Dhabi II	Production Manager	th1ng	Middle East/Web	2015	Historical Doc	Sofia De Fay	Khalifa Al Marar
Cleveland Clinic - Abu Dhabi	Production Manager	th1ng	Middle East/Web	2014	Historical Doc	Sofia De Fay	Khalifa Al Marar
Sports Dreams	Production Manager	Disney Channel	Disney Channel Asia	2006	Unscripted	Greg Chew	Joseph Liu
Monster House Promos	Line Producer	Wholly Cow Prods	Discovery Channel	2005	Network Promos	Brodie Ransom	Rick Silver
Back It Up	Line Producer	Wholly Cow Prods	Mtv2	2005	Unscripted	Brodie Ransom	Rick Silver
Sogni / Rafaella Carra	Technical Producer	RAI International	RAI - Italy	2004	Unscripted	Giovanni Caccamo	Michele Petternella
"Resta en Ascolto"–Laura Pausi	Production Manager	Gone Shopping Films	Worldwide	2004	Music Video	Paolo Monico	Francesca Chiappetta
"Be The One" – Lucky 7	Producer	Fast Track Ent.	n/a	2002	Music Video	Mark Munson	William Baker