

NIAL SEGUNDO

Senior Integrated Producer | Executive Leader

Dual US / UK Citizen | He / Him / His | Currently in Philadelphia
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EXECUTIVE SUMMARY

Senior Integrated Producer with 8+ years leading global broadcast and integrated productions for major brands, managing multimillion-dollar budgets and cross-functional teams. Known for building scalable production systems, driving operational efficiency, and acting as a strategic partner to creative and client leadership. Positioned to step into Executive Producer-level leadership.

EXPERIENCE

Senior Integrated Producer Red Tettemer O'Connell + Partners | July 2017 – Present

- Lead global broadcast productions across multiple markets, managing teams of producers and editors while setting workflows, priorities, and delivery standards.
- Designed and implemented global production tracking systems used across departments, improving visibility of timelines, budgets, and deliverables and reducing production bottlenecks.
- Oversaw end-to-end production for campaigns with budgets exceeding \$8M, controlling financial strategy, vendor negotiations, and risk management across pre- through post-production.
- Skilled in budget optimization, adeptly managing both small and large-scale productions while maintaining creative integrity.
- Negotiated vendor partnerships and production contracts, optimizing costs while maintaining creative quality and delivery timelines.
- Partner with creative directors, account leadership, and clients to shape production strategy, feasibility, and scope, influencing creative direction and budget decisions at the earliest stages.

PREVIOUS EXPERIENCE

Lead Videographer | QVC | 2016 – 2017 - Led on-set production and video execution for high-volume broadcast content in a fast-paced live retail environment.

Production Coordinator | NFL Media | 2015 – 2016 - Supported national broadcast productions, coordinating logistics, crews, and schedules across large-scale sports media operations.

Producer | ESM Productions | 2014 – 2015 - Produced live experiential productions, managing crews, budgets, and timelines from concept to delivery.

EDUCATION Bachelor of Arts | Media Studies and Production | Temple University