

Zach MacDonald, Producer
New York, Boston + Worldwide

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Zach has over 15 years experience producing Web Content, Music Videos, Documentary Shorts, TV Commercials, Events, and Fashion & Beauty Print Projects around the world. With a uniquely collaborative approach, Zach brings to life the visions of Directors and Agencies. He has a keen understanding of the minutiae of production and post-production from a creative and technical standpoint. Zach's experience assessing risk and anticipating the unpredictable pitfalls of production make him an invaluable partner in creative problem-solving. Using his warmth and sense of humor, Zach has a unique ability to foster team engagement and collaboration. He brings together the various voices and personalities involved in each project to execute the most dynamic, engaging, and powerful end product.

Expertise

- Proactive project leader and supervisor for content creation, pre-production, production, post-production, and delivery
- Research and hire best-in-class directors, editors, musicians, sound designers, mixers, color artists, animators and designers to execute bar-raising creative content.
- Budgeting and negotiation of bids, contracts, licensing with production companies, editorial houses, and music vendors. Proficient in Excel, Showbiz Budgeting, Google Sheets/Docs/Drive.
- Supervise, monitor, and optimize production schedules for efficient workflows aligning with budgetary demands
- Inclusive productions and casting, DEI Workshops and tools, including Double the Line and Free The Work
- Management of union & non-union shoots with SAG AFTRA, IATSE
- Curates and maintains ongoing relationships with production companies, editorial houses, VFX vendors, music companies, sound designers and mixers.
- Oversees communication with prominent internal and external stakeholders regarding key production process, milestones and costs.
- Adapts to and is proactive in implementing logistical responses to evolving changes within the industry including: covid protocol, remote work, delivery specifications, and union guidelines.

Clients

Google / SonyAI / IBM / NextDoor / Hometeam / Godfrey Dadich Partners / Radical Media / ArtClass/ Visual Creatures / Hiebing / CO3 / HBO / Already Alive / Outpost Digital / Roc Noir / Vital Voices / RepresentUs / Monarch Pictures / MtEmult / Chik-fil-a / Chuy's

Selected Projects

Hometeam | Chuy's | "Flavor Friends" Austin, TX
Hometeam | DocuSign | San Francisco, CA
Hometeam | Chick-fil-A | "Scholars" Chicago, Phoenix, Orlando, Miami, Dallas, New Orleans, Indianapolis
Godfrey Dadich Partners | Sony AI | "The Team Behind GT Sophy" | Tokyo, Japan; Austin, TX; Boston, MA
RocNoir | Google | "Small Biz" Columbus, OH; Denver, CO; Rochester, NY
Godfrey Dadich Partners | IBM | Quantum | Yorktown & Kingston, NY; Cleveland, OH
Already Alive | Nextdoor.com | "Brand Anthem" | Dallas, TX
Already Alive | Represent.Us | Unbreaking America "Justice for Sale", Los Angeles, CA
Already Alive | Kamauu | "Transparency" Music Video | Northampton, MA
Already Alive | Michael Marantz | "We Do This Once" Short film, Tribeca Film Festival 2021 | Deerfield, MA
Already Alive | Represet.Us | Unbreaking America "Sia TBD" | Los Angeles, CA
Already Alive | Represent.Us | & VoteSafe "From my Dead Hands" | Northampton, MA
Already Alive | Vital Voices | "Go Bold" | Northampton, MA
Already Alive | Vital Voices | "Impact" | Mexico City, Mexico; Granda, Nicaragua.
Already Alive | Represet.Us | Unbreaking America "Drowning in Debt", Los Angeles, CA
Already Alive | Vital Voices | "Leah" Pittsburgh, PA
Already Alive | Vital Voices | "Dolls Clan" Tegulcigalpa, Honduras
Already Alive | Vital Voices | "Roubas Manifesto" Bar Elias, Lebanon
Already Alive | Represent.Us | Unbreaking America, "Divided We Fall" New York, NY