

Zachary Baker

Full-time production coordinator for a global experiential marketing agency, and former freelance production coordinator for television, film and commercial projects.

EXPERIENCE

Imagination, Detroit, MI — Production Coordinator

APRIL 2024 - PRESENT

At Imagination, my duties include vendor sourcing, purchase order writing, budget tracking, resource management, pre-production scheduling and on-site personnel management, all recorded and updated in the project workbook, the production department's central tracking document. On-site, I manage local contract labor, operate heavy machinery, install graphics, build and derig temporary structures, and ensure all elements are show-ready ahead of client arrival on-site. After a project, I work with the finance team on reconciliation, finalizing the tracking budget, as well as processing freelancer and contractor invoices.

(*Projects Include: Mustang 60th Celebration, Visa Payments Forum '24, Raptor Rally, Aptiv Pavilion - CES '25, Motorsports Season Launch '25, Ford Pro Fleet Showcase, Visa Payments Forum '25, Raptor Rally 2.0*)

Freelance, Chicago, IL & Detroit, MI — Production Coordinator

JANUARY 2020 - APRIL 2024

As Production Coordinator, I was a part of the team which oversaw the budget and schedule on a film, television, or commercial project. My duties included coordinating with local unions, hiring staff, renting vehicles, securing city permits, and arranging accommodations for talent and crew. On set, I documented daily events, tracked personnel hours, managed crew across locations, as well as distributed and collected production documents. After wrapping, I compiled a detailed record of the shoot for payroll and legal documentation.

(*Projects Include: 'Black Mafia Family' (S1-S2) on Starz, 'Computer School' (Pilot) on HBO, BMO Harris 'Hot Dog' + 'Salon' for FCB/Smuggler, 'ZAMO' on NBC News, 'Peyton's Places' (S2, Detroit) on ESPN+*)

Detroit Grand Prix, Detroit, MI — Special Projects Coordinator

AUGUST 2018 - SEPTEMBER 2019

As the Special Projects Coordinator, I was a key team member on the PR/Social Media team, focused on video production. I shot and edited all pre-race videos, populated social media accounts with brand-specific promotions, attended and filmed all pre-race driver press conferences, and synthesized IndyCar/ IMSA/ TransAm racing history into posted content throughout the year.

Challenge Detroit, Detroit, MI — Year 7 Fellow

AUGUST 2018 - SEPTEMBER 2019

As a Year 7 Fellow, I used human centered design to interview and catalog learnings from key stakeholders in Detroit. On diverse teams through the fellowship year, I created an interactive neighborhood map, developed new business opportunities for an indie movie theater, developed a block club start-up plan, and produced a community resource guide for an underserved neighborhood.

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SKILLS

Production Management
Production Scheduling
Budget Management
Travel Coordination
On-Site Swiss Army Knife
Forklift / Telehandler /
Scissor Lift Certified

SYSTEMS

Adobe Premiere,
Photoshop
MovieMagic Budgeting,
Scheduling
Google Docs, Slides,
Sheets
Microsoft Excel, Word,
PowerPoint
HotBudget
Maconomy

STUDIES

Alma College, Alma, MI
Graduated in 2018
B.A. - English
(with Honors)
B.A. - New Media Studies
(with Honors)
Member of Sigma Tau Delta
(national English Society)
President of Short Stack
(campus film club)