

ELIZABETH BELL

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QUALIFICATIONS:

Over 15 years' experience in technical installation management and event management, along with business consulting. Full time and then as a contracting consultant.

- As consulting managing director for production company, created and ran intern program, company SOP, company events/screenings, managed social media and other contractors
- As technical services manager, coordinated technical needs and requirements to work within a fast paced, competitive and creative environment, maintained installation budgets and made sure clients' needs were met whilst keeping installation costs down.
- Analyzed and maintained data to hone information pertinent to department functions, and to develop cost saving and efficiency strategies.
- Created and maintained company-wide Technical Training education program, which included an 8 class curriculum, and producing a 20-minute product line specific How To video for company-wide and client use. As a consultant have written, shot and produced industry specific instructional videos, copywritten assembly and related instructions, created company SOP, recruited full time staff, conducted R & D.
- Recruited technical staff, crewing resources, and fabrication resources in the US, Canada, Mexico and Dubai, U.A.E.
- Staffed, trained, and contracted freelance installation supervisors for over 400 malls and public spaces over a 9 year period for seasonal decor projects totaling revenue amounts from \$12-18 million approximately, and event and exhibit Installation Budgets ranging from \$100,000-200,000.
- Managed pre-production for 9 city, 2 tractor trailer mall promotional tour which included staffing, site related technical lead work, drafting contracts, coordinating travel, coordinating rental equipment, researching audio-visual equipment needs and requests for bid, among other duties.
- Production Managed and consulted on travelling museum exhibits, primarily on "Rockwell's America" a 10,000 sq. ft. (10 tractor trailer) interactive exhibit- duties included client interface, budgeting, travel, crewing, scheduling and on site management, in addition to data analysis to develop efficiencies and cost saving strategies.
- As consultant, created SOP strategies, conducts site surveys, recruits crew and staff, creates company education curriculum, and works as liaison between company and potential partnerships. Clients have included: Downtown Decorations, Becker Group, Bhutan International Festival, Parker3D, and many more.

Over 14 years' experience launching and running a mission-based TV and Film Product Placement Agency, *Green Product Placement*. Web: www.greenproductplacement.com

- The only mission driven agency in ERMA.org
- Placed over 150 good brands in over 450 productions in the US, Canada and the UK.
- Built, launched and ran business- responsible for all PR, company marketing, including website, social media
- Managing brand and studio clients
- Featured in *The Hollywood Reporter*, *Cheddar*, *Thrive Global*, *Conscious Company*, and many others

Over 38 years' experience in film, television, and theatrical production in the areas of set dressing and decorating, scenic art, props, and construction. Additionally, worked as managing director for a production company for 1 year.

- Worked on more than 55 productions and numerous commercials/industrials in this capacity including: *"Special Ops: Lioness"* (Paramount+ Aug 2022-Feb 2023- dresser, draper, gang boss), *"Lady in the Lake"* (Apple+ Feb. 2022-July 2023- set dec buyer), *We Own This City* (HBO Aug-Dec 2021- Gang boss, set dresser), *Don't Look Up* (July 2021 DC Unit, Set Dec 2nd), *Cricket Commercial* (July 2021 Art Director), *The Spook Who Sat By the Door* (May- June 2021 Dresser) *Dopesick*, *The President is Missing* Showtime Pilot, *The Comey Rule*, *The Ellen Show*, *House of Cards S1-6*, *Veep S1-2*, *J. Edgar*, *How Do You Know?*, *Tuck Everlasting*, *The Replacements*, *Runaway Bride*, *Mike Malloy*, *The Adversaries*, *The West Wing*, *Twelve Monkeys*, *Pecker*, *For Richer or Poorer*, *Mars Attacks*, *Washington Square*, *Contact*, *Gl Jane*, *Home for the Holidays*, *Guarding Tess*, *Super Mario Brothers*, *Long Kiss Goodnight*, *Dave*, *Sleepless in Seattle*, *Homicide: Life on the Streets*, *That Night*, *Avalon* and many others.

- As art director/set decorator on commercials/industrials, decorated numerous sets creatively, on budget and on time. Clients include: Sambucol, Cricket Wireless, Hellman's, and many others.
- As decorator on small independent feature, *Mike Malloy*, decorated 8 period sets on limited budget.
- As assistant set decorator and set dec buyer, (*Lady in the Lake, Runaway Bride, The Replacements*) researched the availability of fabrics, furniture, lighting fixtures, art, flooring and small dressing and did the purchasing for over 30 major motion picture sets, both in the studio and on location.
- As assistant set decorator and set dec buyer coordinated a large amount of promotional and product placed items used as set dressing in the productions.
- As key dresser/leadperson was responsible for rentals, pick-ups, managing crew, and meeting deadlines in the actual dressing of the sets.
- As set dresser, dressed over 375 motion picture sets both in the studio and on location, and was responsible for inventorying rentals, loaned promotional items and purchases.
- As scenic artist and carpenter became very familiar with various design styles used as a background for interior decorating in the film genre.
- As managing director, recruited and ran internship program, assisted in clearances, and distribution for documentary and narrative independent films

WORK EXPERIENCE:

2012-present: Founder and President, Green Product Placement: Founded and launched Mission-Based product placement agency, working with brands such as PRS Guitars, Applegate Farms, G.H. Cretors, Amnesty International and many others, and studios/productions such as Sony Pictures, Amazon, Marvel, Universal, Netflix and many others. Details at www.greenproductplacement.com

2011-2024, 2009, 1989-2001: Freelance Union studio mechanic, working on over 50 film and television productions and commercials/industrials in the areas of Set Decoration and dressing, props, art direction, scenic painting, prop making, construction and related Art Department disciplines. (1987-1989- Non-Union in this capacity.)

Jan. 2010- December 2011 (GreenBox) Jan. 2010-2024 (Beth Bell Consulting): Managing Director, GreenBox Films & Freelance Management Consultant, Beth Bell Consulting- Acting as consulting managing director to emerging film production company. Duties and responsibilities include: creating and establishing company policy and procedure, resource and staff recruiting, management of deadlines and milestones, vetting of service providers, research, managing screening event(s), facilitating status meetings, creative brainstorming, script treatments and pitch writing. In addition, freelance management consulting for seasonal décor, experiential marketing and Installation and Dismantle companies. Web: www.bethbellconsulting.com

Oct. 2000- May 2009: Technical Services Manager, The Becker Group: Managed a department that varied from 4 people to 20 seasonally in all technical aspects involved in the Installation of custom seasonal décor in properties across the United States and abroad. This included coordinating site visits, CAD draftspersons and freelance installation supervisors. I was also responsible for creating and maintaining the installation schedule of 60+ malls each year, site surveys, training new employees and Technical Representatives, and also acted as technical consultant and coordinator on several interactive promotional mall tours such as "Junkyard Wars: On the Road", and museum exhibits such as "Rockwell's America".

I have also done plaster mold building, theatrical, and museum work.

EDUCATION:

UNIVERSITY OF NORTH CAROLINA SCHOOL OF THE ARTS: B.F.A. degree, Technical Direction- School of Design and Production September 1983-May 1987

BALTIMORE SCHOOL FOR THE ARTS: High School Diploma, Theatre, February 1979-June 1983

PROFESSIONAL AFFILIATION:

International Alliance of Theatrical Stage Employees and Moving Picture Operators of the U.S. and Canada, Local #487 Mid-Atlantic Studio Mechanics. Member since 1990.

July 2020: Trained virtually with former VP Al Gore to become a Climate Reality Leader. Was one of the initial members of the [ECCA Assembly for the UNFCCC](#).

REFERENCES: (References Available Upon Request)