

“Literally, she’ll kick in the door for you.”

– Jack Latulippe
Partner / Chief Creative Officer
No Fixed Address Inc.



Producer (*noun*):

A lynchpin, diplomat, liaison, negotiator, collaborator and communicator who is calm, focused, organized, meticulous and can think fast, take the lead, stretch a buck, make it happen, keep the train on the track and, in the end, deliver.

"Been there, done that."

A senior producer, a veteran in the advertising business. From my early days as broadcast talent and traffic manager and production assistant to more than 20 years as a freelance producer. I have worked with a wide range of budgets, talent (celebrities) and locations on both national and retail. I've produced top tier brands across all media platforms (TV, radio, digital, social), including adapts, revisions, animatics, test materials, case study videos and new business pitches.

From concept to delivery – multitasking and thriving in a non-stop, fast-paced environment requiring managing and meeting client expectations on demanding schedules, strict budgets, often with eagle-eyed cost consultants.

Don't take just my word for it

Dave Douglass, Executive Creative Director / Partner, Anomaly

"Dedicated to getting things done right."

"Frances has handled every size or scale of production for us and done a fantastic job. She can deliver high production value on large scale, complex jobs and efficiently produce lightweight social content on tight timelines and even tighter budgets. If you're looking for an experienced producer dedicated to getting things done right, Frances is a great addition to any team."

"Known by the company you keep"

Of course, producers are known by the companies they work for, and I've been 'keeping company' with a lot of great companies for a lot of years.

A few agencies:

- Arrivals+Departure • Anomaly • BBDO • Cossette • Taxi
- Cundari • DMB&B • Due North • Leo Burnett • Rethink
- Grey • Lowe Roche • Saatchi & Saatchi • Sunday+Night

A few accounts:

- Hershey • McDonald's • Molson • Procter & Gamble
- General Foods • General Mills • The Bay • Tim Hortons
- Revera • Scotia Bank • OLG • Welch's • Bell Canada
- Benjamin Moore • BMO • The Fork • Budweiser • Bud Light
- Casino Rama • Dairy Farmers of Canada • Future Shop
- Friendly's Restaurants

James Dunlop, Creative, Condottierre

"I'd storm armies of ingrates to work with her again."

"Frances is the consummate producer. She's quick to assess the chaos, find a place to take a firm grip on the situation and sort things out. If you're looking for a producer who's cool under fire, resourceful facing problems, confident and easy-going with clients and utterly genuine in her graciousness, you won't find a better producer than Frances. She's an utter delight and I'd storm armies of ingrates to work with her again."

Pete Breton, Executive Creative Director / Partner, Anomaly

"Anything is possible"

"Frances is a fantastic Producer. She brings a ton of experience across broadcast and social media, but beyond that Frances has a passion for the work and a can do attitude that makes the team feel anything is possible. I've worked on many projects, big and small with Frances and look forward to the chance to do it again soon."

Bill Keenan, Screenwriter, Producer and Creative Director

"Vast knowledge"

"I've worked with Frances for years and during that time she's proved to be an invaluable member of our team. As an agency producer, she's a pro who works hard to optimize our budgets and makes sure every dollar we spend is worth it. Her vast knowledge of the business means she's also an important resource to us. At the same time, she's fun to work with and has discerning taste that helps us keep the level of our creative high. It may be cliché to say but Frances gives 110% on everything she does."

For the rest of the story ... we should meet.

Frances Smith, Freelance Integrated Producer

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