

T.J. (Terence) Berden

Creative Producer. Media Consultant. Marketer. Storyteller.

818.397.4329

linkedin.com/in/tjberden | thinkbigsur.com
Los Angeles, CA 90056 | tberden@gmail.com

Producer and Marketing Leader of Content that Inspires Action

- **Strategic leader with a vision to bring audiences together with content that matters to them.** Balance creative development, production, marketing, impact distribution, and strategic business growth.
- **Producer of documentaries around socially relevant storylines.** Manage people, projects, strategy, timelines and budgets. See opportunities for partnerships. Drive branding and maximize grassroots marketing and campaigns. Collaborative, innovative, focused, get it done.

PROFESSIONAL EXPERIENCE

Producer / Principal | Big Sur Pictures

Los Angeles, CA | 2019 – current

Big Sur is my consulting company connecting audiences with bold content that mobilizes action.

Consult and partner with other filmmakers and production companies on specialty feature and documentary films, marketing campaigns, distribution strategies (theatrical, streaming and DVD), hiring for key crews, marketing and publicity, and social impact strategies.

- **Consulting Producer, *The House that Rob Built***, about University of Montana regional basketball dynasty Lady Griz. Built grassroots campaign, led sale to 1091 Pictures and marketing and distribution strategy.
- **Marketing and distribution Consultant for PBS American Masters *Flannery***, creating a “virtual theatrical campaign” using screening software Eventive, sold direct through 135 independent theaters. Also supported marketing and audience engagement for Fox Searchlight’s *A Hidden Life* and Netflix’s *The Two Popes*.
- **Produced documentary *Unguarded about criminal and restorative justice***, engaging with thought leaders and launching a national coalition for prison reform in America.

VP, Development and Production | ODB Films

Chicago and Los Angeles | 2015 – 2020

ODB is a family-owned nonprofit that produced short-form content; they brought me in to lead their expansion into studio feature films, which raised their visibility to become an internationally recognized brand.

Led the company through a strategic branding and content overhaul and helped develop a short film series, feature films, a TV series, and overall marketing, publicity, and event strategies to extend its core educational outreach in a specialty market.

- **Led production of period feature film *Paul, Apostle of Christ*** with a \$5M budget and 120 people involved. Sold to Sony Pictures in March 2018, it grossed \$27.5M worldwide. Presented the film to the Pope in a personal meeting and screened our films to refugees in Bethlehem.
- **Developed and produced 6-part documentary series, *Restored***, about unsung nonprofit heroes. Led development of *Patrick of Ireland*, now under consideration with major distributors.
- **Developed and produced award-winning *Full of Grace* and sold to Cinedigm**. Created an innovative screening program that increased revenue by \$200K a year.

Business Development and Marketing Consultant

Los Angeles, CA | 2011 – 2014

Consulted with national brands and strategic partners to increase impressions, drive sales and close deals.

- **For digital agency Kluge Interactive, closed \$500K in design deals** and later produced new branding events for the major digital and physical transformation of historic Crystal Cathedral property in Orange County into the Catholic Cathedral Cultural Center.
- **Worked with Random House with PR and marketing** on launch of 2 Christopher West books.
- **Launched PBS documentary series** and helped with marketing and PR strategy.

Community Manager/Digital Strategist | Participant Media

Los Angeles, CA | 2010 – 2011

Participant Media creates socially conscious entertainment that inspires and compels social change.

Worked on highly innovative *Waiting for Superman* film campaign with Gates Foundation funding, to catalyze education reform initiatives from hyperlocal to national levels.

- **Managed social media for 10 states and 100 grassroots organizations.** Partnered with United Way and Stand for Children on social action campaign for community screenings, dialogues and petition drives. Mobilized audiences for activism on education reform.
- **Managed grant to organize 25 local town hall discussions** on the state of US education system.

Marketing Director | Mpower Pictures

Los Angeles, CA | 2008 – 2010

*Founded by the producer of *Braveheart*, Mpower told stories of courage, bravery and the human spirit.*

Recruited to manage all acquisitions, marketing and distribution for *The Stoning of Soraya M* and other titles. Ran campaigns with studios, managed on-set PR, developed grassroots strategies, and ran an Academy Awards campaign. Won Tribeca Film Festival and Toronto Film Festival Audience Awards.

Creative Development and Production

Business and Partner Development

Impact Programs and Distribution

Grassroots Campaigns

Startup and Growth Planning

Product/Market Fit

Creative Ideation and Storytelling

Iterative and Design Thinking

Content Leadership

Strategic Communications

Branding, Publicity and Marketing Campaigns

Team Leadership

Budget Management

EDUCATION

BA Communications
Loyola University
Chicago

Focus Documentary Filmmaking

Growth Boot Camp
Tradecraft 2014

Full-time 12-week immersive bootcamp on launching a high-growth startup.

Trained with industry mentors and worked directly with incubator portfolio companies.

Developed Customer Success Program for Andreesen-backed YesGraph, generating 200 leads and 6 deals in 2 months.

Shaped sales strategy for Hint Health, Telecure, CargoChief.

Innovation Certificate
IDEA Center,
Notre Dame

Trained with startup faculty on helping nonprofits use iterative and design thinking to enhance their core business.