

Lurenda Turner



lurenda@ltcreativeinc.com

Award winning creative director, go-to producer and accomplished marketing strategist. Career began at Pinewood Studios in England working for acclaimed Indian film director, Ramish Sippy, producing film trailers and opening credits. Collaborates with clients, politicians and celebrities to develop content with strategic purpose and brand focus reaching across multiple platforms including web, print, broadcast television and live events.

2002 – Present | LT Creative, Inc.

EXECUTIVE PRODUCER AND CREATIVE DIRECTOR

Specializing in partnering with clients, marketing and communication teams to formulate and execute strategic campaigns. Utilizing multiple media platforms that position messaging, build brand, drive growth and increase revenue.

Notable Brand + Broadcast Work

CONNECTIONS EDUCATION:

Creative director and producer for one of the largest online virtual public K–12 schools in the US. Working with founder and marketing team since 2001 company inception to Pearson acquisition. Developing integrated media and marketing content including website, videos, national and regional TV spots.

GREATER BALTIMORE TECHNOLOGY COUNCIL:

Creative director and executive producer for bio and high tech communities annual TechNight event. Produced complex shows from concept creation, stage design, videos, animations, speaker support and live entertainment. Included full implementation and production management of event.

ED TURANCHIK FOR MAYOR OF TAMPA CAMPAIGN:

Broadcast communications strategist, media trainer, producer and director for 2011 campaign. Created content, formulated messaging strategy and developed media plan for campaign. Collaborated with communications leader to position candidate and key issues including media training for debates, press and community events. Produced and directed broadcast TV spots and video for web.

NATIONAL FEDERATION OF THE BLIND:

Brand developer, executive producer and creative director for nation's largest association for the visually impaired. Developed new logo and strategic brand and public relations campaigns that positioned NFB as the leading innovator and nonprofit for the blind. Additionally, produced events, animations and marketing videos for a variety of projects that continue to evolve and bolster the NFB brand.

LONGFENCE & HOME:

Wrote, produced, and directed eight-part direct response television series, "Ideas for Living," including several product TV spots for Long Fence Patio and Home.

A FEW OF OUR EVENTS

- [Taste of Design Fundraiser](#) | MIAMI DESIGN DISTRICT
- [Meet and Greet Silvia Tortosa](#) | MIAMI
- [Ed Turanchik for Mayor](#) | TAMPA
- [Max Awards for RGPI](#) | WASHINGTON, DC
- [ACORD for RGPI](#) | SAN DIEGO, ORLANDO, BERLIN
- [GB Tech Annual Fundraiser](#) | BALTIMORE
- [NFB](#) | BALTIMORE, ORLANDO

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PREVIOUS BOARDS + OTHER INTEREST:

INTERNATIONAL TELEVISION ASSOCIATION

Maryland President

1 YEAR | MARYLAND

INTERNATIONAL TELEVISION ASSOCIATION

Maryland Vice President

1 YEAR | MARYLAND

UNITED WAY CENTRAL MARYLAND

Committee Member

3 YEARS | MARYLAND

GREATER BALTIMORE COMMITTEE

Committee Member

1 YEAR | MARYLAND

NATIONAL FEDERATION OF THE BLIND

Planning Committee Member

1 YEAR | MARYLAND

ST. JOHNS GREEK ORTHODOX ANNUAL GALA

Committee Member

2 YEARS | FLORIDA

YOUR WELLNESS, YOUR WAY

Board Member

1 YEAR | FLORIDA

WCS

Shadow a Professional Program
and Gala Committee Member

1 YEAR | FLORIDA

MEDIA TRAINING FOR RGP

4 YEARS | WASHINGTON, DC

DASH

Gala Committee Member, Producer

CURRENT | FLORIDA

YOUNG PATRONESSES OF THE OPERA

Gala Committee

CURRENT | FLORIDA

1998 – 2002 | MHI

PRODUCER CREATIVE DIRECTOR, PARTNER

An integrated media conglomerate and largest advertising firm in Washington, DC. Worked with Fortune 500 companies, .com and several national and international associations. Developed marketing and brand strategies integrating web, video, event and conference production.

Notable Work

EXECUTIVE PRODUCER

For "Following ER" a Johns Hopkins and Kaiser Permanente nationally syndicated, informative broadcast segment that followed each episode of NBC's program "ER". Series aired for three years.

DIRECTOR AND PRODUCER

Of live events and video productions for various national associations and corporations: ACORD, Home Builders Association, International Amusement Parks and Attractions, National Diabetes Association and ATW Annual Industry Achievement Awards.

MEDIA AND PRESENTATION TRAINER

For CEOs, national association presidents and politicians.

BRAND AND WEB CREATOR

Speakout.com, a member-supported web site launched in 2000 to cover the presidential elections.

1992 – 1998 | VG Media

EXECUTIVE PRODUCER / DIRECTOR, CO-FOUNDER

Award winning full service film, video, animation and interactive production studio located in Baltimore, Maryland. Produced and directed TV spots and direct response programs for advertising agencies, independent producers and corporate clients. Managed and directed team of programmers, animators, video and event production crews.

Notable Broadcast TV and Direct Response

ACURA:

Produced and directed series of thirty-second spots featuring Acura automobiles.

COMMERCIAL CREDIT:

Produced a series of thirty-second spots featuring Commercial Credit customers.

"PLAY SAFE WITH ELFIE":

Produced and assistant directed thirty-minute pilot featuring children's elephant character, Elfie, who teaches how to be safe and play safely.

SINAI HOSPITAL:

Produced and directed series of thirty-second film spots highlighting ER-7 and Sinai's medical team.

AIOKI HOMES:

Television Series Writer, Producer, and voice over.

Notable Non-Broadcast

1995 PAPAL VISIT TO BALTIMORE, MARYLAND:

Live line producer and video segment director for Pope John Paul II's visit to the US.

NASA:

Producer and project manager for several complex videos and animation projects including first full animation and simulation of the Black Hole.

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AWARDS:

Telly's

International Television

Association Awards

Addy Awards

Izzie

Best New Playwright
Production - Kennedy Center

EDUCATION:

SHEPHERD UNIVERSITY
Communications

NVCC
Communications & Theater

NATIONAL BUSINESS AVIATION ADMINISTRATION:

Produced a fatigue risk management training series for pilots and aviation crewmembers with renowned sleep expert Mark Rosekind.

HARBOR COURT HOTEL AND AMERICAN EXPRESS:

Produced and directed quarterly video newsletter featuring luxury hotel. Series hosted by Mike Rowe and distributed to regional Premier American Express cardholders.

HOLLYWOOD ALL-STARS:

Producer and host of video highlighting organization's mission, players and sponsors.

CATHOLIC RELIEF SERVICES:

Produced and directed video highlighting programs and global outreach. Video highlights include Mother Teresa, CRS field work and donor participation in Central and South America.

1990 – 1993 | ITTV/Turner & Associates

PRODUCER / DIRECTOR

Washington, DC broadcast media and communications group with a strong focus on multicultural consumer directed campaigns.

Notable Work

NEWS FOR SPAIN:

Managed production for news stories and feeds from the United States to all the national television networks of Spain.

RINGLING BROTHERS:

Series of thirty-second spots specifically designed to reach Latino viewers in the Washington, DC, metro area for Maya Advertising.

HARPER / TORTOSA:

Promotional manager and executive producer for entertainment and broadcast projects including a four-year personal management contract for one of Spain's premier actresses, Silvia Tortosa. Developed various projects; Spanish Glories, Art and Architectural Styles of Barcelona, Harpers Kitchen video series and US/NAFTA Conference.

THE MILLER AND SMITH COMPANIES:

One of the largest privately owned real estate developers and home builders in the Washington, DC metropolitan market. Manager and Creative Director of marketing and advertising for ERA Properties.

1987 – 1990 | Kinetoscope Productions

PRODUCER / VP PROGRAMMING

Producer for commercials and corporate image and lobbying films for advertising agencies including: Ogilvy and Mather, Stackig, Sanderson & White and KSK Communications based in Washington, DC and New York.