



ASHLEY GENEVIEVE

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PROFESSIONAL SUMMARY

Senior Creative with 15+ years' experience in video/photo production management for commercial, motion picture, broadcast, digital and full range print. EMMY award winning professional seeking like-minded, globally impactful companies to channel my efforts and expertise. Proven ability to utilize production expertise as well as creative vision and drive to contribute to companies' overall organizational growth. Actively inspires teammates to create seamless delivery of production. Exceptional skills in handling celebrity and chief executive leadership engagements and their highly confidential matters.

ACCOMPLISHMENTS

ADDY Award Recipient - 2015
"Salestography" Microsoft
Y&R Group Seattle / Unclebob.tv

EMMY Award Recipient - 2012
"I Am For The Child" PSA
The Matala Line / PRAVDA

SKILLS

Media Industry Expertise
Complex Problem Solver
Resource Allocation Pro
Multitasking MacGyver
Creative Team Leader
End-to-End Project Planner

Strategic Leader
Deadline-Oriented
Highest Standards
Growth Motivated
Results Oriented
Creative Storyteller

High Processing Capacity
Forever a Sponge - Never Stop Learning
Unique Connections/Unique Perceptions
Acutely Intuitive & Innovative
Agile Development Methodology
Creative Storyteller

TECHNICAL PROFICIENCIES

Expert in Design Tools such as Adobe Photoshop, InDesign; Microsoft Word, Excel, PowerPoint
Advanced in Lightroom, Illustrator, Trello, FileMaker Pro, Teams, Zoom

WORK HISTORY

Freelance Senior Creative Producer | PHOTO/FILM/EVENT/MUSIC 01/2007 - Current

- Over 15 years of producing creative content across the photo, film, event & music industries nationwide with budget range up to \$30mil.
- Duties include creative direction, contract management, budgets, crew hiring, casting, schedules, storyboarding, script editing, equipment, locations, talent management, print, vendor management, client relations, and creative forecasts.
- Strong understanding for uniqueness of all digital/live/print industry types and their rarities.
- Fluent in vocabulary and jargon across all departments and levels of communication.

Senior Creative Producer | WASHINGTON SHOE CO. 09/2020 - 12/2020

- Contract Creative Director brought in to introduce higher fashion related marketing trends and strategy. Implemented Rebrand for the Chooka Label.
- Built and executed creative concepts and marketing strategy in 3 months resulting in over 200% revenue increase within first few sales events of rebrand launch.
- Led entire creation, production and delivery of Fall20, Spring21 & Fall21 imagery, campaigns. sales events, social media and email. Built extensive creative strategy for 2021 Q1 social and email campaigns.
- Close collaborations with Leadership Teams to integrate further creative guidelines, marketing initiatives and revenue strategies.

**WORK
HISTORY
(Cont'd)**

Senior Creative Producer | LEAFLY HOLDINGS INC. 10/2019 - 02/2020

- Single-handedly owned digital/print creative asset conceptualization, processes and execution for launch of e-commerce site.
- Built and executed creative concepts to support the marketing strategy in 2 months resulting in over \$100K revenue within first month of launch.
- Led entire creation, production and delivery of 1000+ photo/video assets.
- Initiated cross-departmental processes and facilitated adoption with Marketing, Branded Content, Buying, Merchandising, Logistics, Shipping and Website departments.

Executive Producer | Elle Barksdale & Co. 06/2015 - 04/2019

- Creative Director & Producer of boutique marketing agency to dozens of celebrity and corporate owners managing brand design and marketing needs, large and small.
- Designed and produced all creative needs for brands with projects from fashion & accessory design to hotel grand openings.

Marketing Director / Photographer | SNOWDEN BROTHERS 06/2015 - 02/2018

- Content Manager of 3 dynamically different women's shoe brands and the company's 9 private label brands, producing 1000+ photo/video assets for each brand.
- Head of concept, strategy and execution of trade show design, partnerships, sponsors, analytics, swag bags, presentations, photoshoots and video for each brand.
- Managed team of 6 direct reports.
- In absence of time and resources, developed sponsorship programs and marketing campaigns for each brand throughout all seasons and collections which produced 100+ additional creative assets for marketing use.

Executive Producer | unclbob.tv 09/2014 - 01/2016

- Head of production to owner/director and studio.
- Responsible for driving all video production through delivery - scope, budgeting, contracts, policies & procedures, concepts, creative insight, pre-production, hiring, scheduling, casting, filming, quality control, post-production and delivery.

Local Seattle Associate Producer | RELATIVITY MEDIA LLC 04/2012 - 06/2013

- Associate Producer to Los Angeles based filming and marketing of the movie '21 & Over,' acting as direct local contact and assistant to Executives, Directors and Talent.
- Participated in the management of \$30M budget as well as hiring of 125 crew members, 20 key talent, 500 extras and a buffalo.
- Produced multiple daily functionalities of film crew and talent including location schedules, equipment needs, transportation management, home office arrangement, personal errands, meal services, contracts and other minor negotiations.

Showrunner / Creative Team Lead | PRAVDA STUDIOS 10/2007 - 05/2013

- Produced massively diverse live event/photo/video productions for 3000 ft², multi-room event space, operating on an average 200 days a year.
- Supervised \$10K to \$500K budgeted productions including weddings, dances, commercial photoshoots and videos to private dinners, fashion shows, tradeshow, product launches and highly exclusive and confidential events.
- Head of team of 4 production assistants, as well as manager of constantly rotating and varying vendor teams, deliveries and equipment personnel.
- Innovatively managed range of extreme logistical challenges daily

**SOME
FORMER
CLIENTELE**

**America's Next Top Model
Good Man Brand
NFL Network
Target**

**Food Network
Gordon Ramsay Productions
Nintendo
Top Chef**

**Ford Motor Company
Heffner Model Management
Nordstrom
Wunderman**

EDUCATION

BA - Commercial Advertising | BROOKS INSTITUTE OF PHOTOGRAPHY 2006

- Minor in Marketing
- President's List 2005 & 2006
- Member of Admissions Team

QUOTE

"To say Ashley loves a challenge would be a cliché. She thrives and is at her creative best when challenged. She has the exceptional ability to pull together great teams of great people, form strong relationships, and face obstacles as if they were opportunities."

-Davis Bell, FX Group LA