

 : yael bloom

Summary

- Innovative Content Producer/ Creative Services Manager and with fifteen years corporate advertising production and managerial experience.
- Expertise procuring globally recognized advertising campaigns, recommending creative solutions, supervising creative teams while insuring all phases of pre to post production meet interactive/ social media, branding and marketing dept. standards.
- Ability to work under and meet tight deadlines within budget. Extremely organized, detail-oriented problem solver. Skilled at working independently while functioning as part of a team: implementing production processes, negotiating cost-effective budgets, time lines, stock content research (footage/stills/audio/sfx) and recommending creative solutions.

Professional Experience

Freelance • New York, NY

Content Producer/ Creative Services Manager

6.14 - Present
8.06 - 9.11

Content producer of interactive, video and print campaign shoots from pre to post production.

Supervise production workflow, overseeing design development teams and quality control of branding materials: digital web/email, video content, convention booth graphics, print collateral materials for global field marketing teams and clients.

Manage all production issues: Negotiating, estimating production expenses, triple-bidding, commissioning/licensing rights and clearance contracts with director/photographer/illustrator reps, video/cgi/interactive/multi-media production companies, animators, programmers/developers, audio recording/sound design studios, model makers, stylists, storyboard artists, and stock house vendors.

Responsible for producing time lines, casting, issuing model releases, purchase orders, SOWs, licensing art and copyright/trademarking contracts with vendors.

Research, negotiate and license stock assets per usage media run and budgets.

Agencies & Entertainment/Production Companies:

Adoptive, Amalgamated, AgencyRX, Bartle Bogle Hegarty, Big Fuel, CHEIL, Cline Davis Mann, David & Goliath, Droga5, Grey Healthcare Group, Intralinks, Lucie Foundation, Participant Media, Porkchop Production, Quantcast, Razorfish, R/GA, Twin Planet, Work Production, Young & Rubicam.

Clients:

Aflac, Avaya, BAE Systems, Bayer, British Airways, Campell's Soup, Carter's/OSH KOSH, Chevron, Clinique, Colgate, Fisher Price, Genetech, Glaxo Smith Kline, Harpo Productions, Hill Science, History Channel, Johnnie Walker, Land Rover, Levi's, LG, L'Oreal, MetroPCS, Microsoft/Bing, MasterCard, Monte Carlo Hotel/Casino, National Endowment for The Art, Nike, Patron, Rubbermaid, Samsung, SC Johnson, Schering-Plough, Smirnoff, Target, T-Mobile, Walmart, Weight Watchers, Yale Medicine.

Razorfish • New York, NY

Creative Services Manager

10.11 - 5.14
Freelanced 11 months
On staff 1 year / 8 months

Produced, sourced, negotiated, supervised and recommend creative vendors for all interactive/social media campaigns.

Developed relationships and foster collaboration between Creative, Digital Producers, Project Managers and Client Engagement departments.

Enforced agency process and procedures for all new creative productions.

Secured usage rights/trademarking/copyrights to protect clients and agency.

Liaison with legal counsel to draft licensing agreements/SOWs for vendors.

Internal creative recruiter: Art Directors, Copywriters, Interactive/Motion Designers and Video Editors.

Kept abreast of hottest new talent, latest technological developments and innovations in the creative world.

Clients:

Art Director's Club, ADT, CitiBank, EMC, Kraft, Foods, Ford, IAVA, Chase JP Morgan, Mercedes-Benz (MBUSA/Smart Car), Oppenheimer, PNC Bank, Unilever(Axe), UNIQLO.

LyonHeart\TBWA WORLD HEALTH • New York, NY**11.99 - 7.06**

Associate Director of Art Buying

Supervised and Oversaw Art Buying Department - ensuring all art (photography, illustrations, storyboards, video, interactive content, CGI, multimedia, stock (footage/stills/audio/sfx) were properly licensed and legally binded, produced and purchased in a timely fashion.

Managed and trained two assistants, liaison to twenty-three creative directors.

Lectured on Art Buying processes and procedures to new hires and clients.

Implemented data asset management system, new agency electronic forms (Estimate Requests, Purchasing Request and Brand Imagery Archive Summaries) to streamline art buying processes for Creative Directors and Account Services.

Clients:

Bayer, Eisai, Pfizer/Pfizer Animal Health, Purdue, Novartis, Sankyo, UCB, Wyeth.

Freelance Photography Assistant • New York, NY**6.90 - 8.99**

Assisted several photographers in fashion, portraiture, lifestyle and still life photo shoots.

E d u c a t i o n

New York University - Tisch School of the Arts · New York, NY
BFA, Photography

Graduated 5.92**A w a r d s****Mercedes Benz “Take The Wheel”****2014**

Effie Awards: Silver - Automotive: Moving cars and changing minds on instagram
IAB MIXX - Bronze: Branded Content

UNIQLO “GIF Box”**2013**

Webby Winner: Branded Content
Clio - Gold: Graphic Design & Bronze: Social Media

Smart Car “Poop Tweet”**2013**

ADC: Merit - Online Content/ Online Guerrilla

Smart Car “Tag Your Own Adventure”**2013**

ADC: Silver - Craft/ Use of Technology Bronze – Craft /Art Direction

Unilever/AXE “Graphic Novel”**2012**

IAB MIXX - Gold: Branded Content & Product Launch / Silver: Tablet Marketing
One Show Entertainment - Gold Pencil

Microsoft /BING - Jay-Z’s “Decoded”**2011**

Cannes Grand Prix

S k i l l s

Strong relations with industry vendors: directors, photographers, illustrators/ reps, animators, motion/sound designers, video/cgi/audio/animation production companies, producers, talent agencies, prop/wardrobe/hair/make-up stylists, model makers & stock house vendors.

Exceptional conceptual content editor, able to meet the tightest of deadlines/budgets.

Excellent communication, time management and organizational skills.

Highly adept at multi-tasking under high pressure, fast paced environment.

Extensive knowledge of copyright/ trademarking laws.

MAC Proficient: CS6, Basecamp, VIA, Workfront, Wrike.

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Portfolio: <http://www.shocase.com/user/qx68lojd5vm/Sl4t4vpbqv6ab/>
<https://www.linkedin.com/in/lybloom>