

**Jean Wolff**

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## **Advertising and Creative Content Producer**

Experienced creative professional with proven success in digital and print environments with companies and agencies worldwide. Liaise between client, art director and artist, overseeing all aspects of production. Maintain full knowledge of worldwide talent pool, understand usage, legal issues and copyright law. Aids in artist selection, negotiating artist usage rights and manages budgets and schedule. Expertise in solving production issues and implementing strategic initiatives that increase efficiencies and harness emerging trends in social, influencer and content platforms.

**Advertising • Rights & Clearances • Photo Production • Integrated Content Production • Art Production  
• Post Production • Creative Development • Budget Management • Digital Media • Print Media  
• Business Affairs • Vendor Management • Research • Legal • Staff Recruitment • Operations**

**Art Production+, New York, NY**  
**Independent Art Producer**

**May 2018 – Present**

Provide clients with creative consulting and ongoing production support in the areas of Digital Content Production, Influencer Marketing, Art Buying, Photography Production, Video Production, Cost Consultation and Print Production management. Manage campaign launches, multiple campaign shoots, one-time projects or coordination of a print shoot in conjunction with a motion or broadcast shoot. Clients include advertising, design agencies and client brands looking for digital, print, interactive, design, collateral and integrated media solutions.

**360i/Dentsu America, New York, NY**  
**Associate Director, Art Production**

**2012 – 2018**

Art Producer and In-House Photography Studio Director with extensive experience in creative execution and fiscal management of brand, interactive, direct response, digital, social media, print and integrated advertising. Manage daily workflow and long-term projects. Optimize workflow, communication and project quality. Hire and manage staff and freelancers.

*Clients: Absolut, Bio Freeze, Canon, Nestle, Mini, Hanes, Scotts, Toyota, HBO, Kumon, Kraft, New Orleans Tourism, NTT Data, Oreo, Clinique, H&R Block, Fisher Price, Nestle Brands, Performance Health, Jameson and Lean Cuisine.*

- Manage all elements of production process from conception through preproduction, production and post production. Supervise photography and video shoots including multi-studio projects, digital retouching and illustration/design projects. Liaise with broadcast and digital with production solutions and efficiencies. Partner with creative staff and outside vendors to create and deliver final assets. Negotiate all print and still asset contracts, fees, use and re-uses. Manage clearances for agency and client use of art, talent and locations along with business affairs and payroll services for talent and crew payments. Source and manage influencer artists for experiential projects and pop up events.
- Create and manage agency in-house photography studio including freelance photographers. Manage studio workflow and periodically act as Line Producer.

**Art Production+**  
**Independent Art Producer**

**2009 – 2012**

Agencies: Ammirati, BBDO, 360i, Dentsu, TBWA/Chiat Day, JWT, The Gate Worldwide, Grok, GSW, PIC-NYC and Y&R Shanghai.

*Clients: Absolut, Accenture, Gap, GE, Johnson & Johnson - Remicade, Macys, Microsoft, Mohegan Sun, Next Street, Rolex, State Street Financial Group, Sugarpova and Weatherproof Garment Co.*

**Kirshenbaum Bond & Partners, New York, NY**  
**Art Production Director**

**2001 – 2008**

Manage daily workflow and long-term projects. Implement processes and procedures with project management. Integrated production of content for all media: advertising, broadcast, interactive, digital and experiential usages.

*Clients: Avon, Citi, CSFB, Diageo, Edward Jones, Hennessy, Jergens, John Frieda, Liberty Mutual, Moet, Old Navy, Net Jets, Revlon, Target, Vanity Fair Intimates and Wyndham Hotels*

**Masters of Fine Arts**  
Hunter College, C.U.N.Y., New York, NY.

**Bachelors of Fine Arts**  
The University of Michigan, Ann Arbor, MI.