

JENNIFER PUTVIN

production studio director

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jenniferputvin.com
nanepress.com

EDUCATION

University of Michigan
School of Art & Design

BFA—Graphic Design and
Metalsmithing majors

SOFTWARE PROFICIENCY

Photoshop, Illustrator,
InDesign, Acrobat,
MS Office Package
(including PowerPoint),
Keynote, Google Slides,
Mac and PC operating
systems.

REFERENCES

available upon request

AWARDS

NY Festivals Finalist
(Polyphony)
APPY Award (Quaker
Chemical)
B2 Award (Quaker Chemical)
B2B Agency of the Year
(2013, 2014, 2015)

JUNIOR EXPERIENCE (2003-2009)

Designer, Disney Press
Designer, NY Moves Magazine
Jr Designer, UMMA Art Museum
Curator, immedia art exhibition

STANLEY BROTHERS

Production Director *July 19-Oct 21*

- Directed all digital and print production in marketing for the launch of two brands in less than a year; Stanley Brothers Cannabis and ReCreate, and a third brand, MTHR, a direct-to-consumer line of wellness drinks and supplements that will debut in January 2022.
- Researched and developed all packaging solutions within tight budgets for the launch of 10 product lines encompassing 30+ SKUs, including: tinctures, chocolates, gummies, sodas, drink additives and flower.
- Lead the marketing team, as well as coordinated with the operational team to ensure packaging was internally product tested and compatible with all existing in-line machinery across 4 states.
- Worked directly with domestic and international vendors to produce all marketing collateral, packaging, SWAG and in-dispensary displays, adhering to brand standards.
- Designed marketing materials, in-dispensary displays, digital banners, social posts and brand websites.

CLARKMCDOWALL

Production Director *July 18-July 19*

- Led the branding agency production department (and a team of 7) as client and partner agency point of contact for all consumer packaged goods and direct-to-consumer projects in the studio.
- Hired and supervised all department freelance staff, including production artists and retouchers. Executed talent search for new hires across departments.
- Managed internal production budgets for project-based work ranging from \$10,000-\$300,000, as well as led scoping for the department on all projects.
- Art developed for print a wide range of packaging projects (including retrograveure, flexo, rotoscreen, and offset printing processes), for Starbucks, Harman, Dang, Nutro Pet Food, ItoEn Teas, Mizkan, Nonni's Biscotti, Snooze AM Eatery, Buddy's Pizza, Theo Chocolate and Pepsi.
- Conducted photographer research, managed contracts, and executed pre-pro for both talent-based and product photography (2-4 day shoots) for print, social and web. Art directed photoshoots for internal projects.
- Led studio production of all assets, including color development and print tests on substrate for the Evolution Fresh 2019 redesign of 30+ SKUs, which led to a 20% increase in sales.

OPPERMAN WEISS/ABEL NY

Production Studio Director *November 15-July 18*

- Oversaw B2C agency production of all digital and print assets for the redesign of Chobani yogurt line across 50+ SKUs, resulting in a 200% increase in sales, as well as the 2016 Olympic Campaign.
- Developed global standards for color, as well as master video, digital, and print assets and global toolkits for the Jägermeister rebrand, which was used to guide all brand communications for corporate and third-party agencies.
- Adapted concepts, taking in mind business and campaign analysis, through to production for nationwide OOH and digital campaigns for Jägermeister, Aviön Tequila, and F.E.W. Spirits, as well as coordination with outside media and production agencies, and the management of internal studio budget and revenue.
- Worked across strategic planning for production, design and art direction for Chobani, La Colombe, Jägermeister, Aviön Tequila, Tullamore DEW, Drambuie, Stanley Brothers, International Campaign for Tibet, F.E.W. Spirits, and Charlotte's Web.

GYRO

Production Studio Director *December 11-November 15*

- As a member of the core integrated B2B agency leadership team, played an integral part in scoping, strategizing, and planning projects across all clients (project-based to \$5 million retainers) and new business.
- Directed and delegated to a studio team of 5, sourcing freelancers as needed.
- Collaborated with the digital team and developers to translate all assets for websites and digital campaigns, including the launch of the Grande Cheese website and TD Ameritrade digital and social campaigns.
- Managed all outside print and retouching vendors, as well as art directed all agency retouching.
- Concepted and coordinated all print projects while working to budgets and extremely aggressive timelines. Projects include monthly direct mail runs of 350,000+, national OOH campaigns, structural direct mail and brochures, high-end invitations, sell sheets, clothing items, and dimensional pitch kits.
- Clients included HP, First Data, Time Warner Cable, Hilton, TD Ameritrade, Time Inc, NYSE, and Grande Cheese.

Senior Designer *March 09-December 11*

- Grew with Flatiron district advertising agency from a team of 12 to an agency of 70+.
- Worked client-facing across design and art direction for a number of business and consumer-facing clients, including BlackBerry, Virgin Atlantic, Lincoln Financial, Quaker Chemical, LifeCell, and Phillips 66.