

JAMIE APPELBAUM

310-487-6414 | Bedford Hills, NY | jamieappelbaum@gmail.com

Freelance Art/Content Producer – New York

June 2015 – Present

SS+K New York Produce content for Comcast and The New Yorker Magazine

McGarry Bowen – New York

Interim Art/Content Production Team Manager/Senior Art Producer August 2013 – June 2015

Managed a team of full-time and freelance art/content producers. Delegated projects and oversaw department needs. Hired staff and conducted employee evaluations. Assessed digital needs and negotiated contracts to execute specific social media fulfillment. Sourced legal advice when needed. Maintained and produced large-scale productions.

Senior Art/Content Producer Aug 09 – Aug 2013

Produced large-scale production projects from start to finish for clients including: Marriott Hotels, JP Morgan/Chase, Chevron, Verizon, Reebok, Northrop Grumman, United Airlines, New Business. Facilitated a dept-wide system for sharing creative resources. Assisted in interviewing and hiring personnel. Managed and mentored art buyers in the dept.

Freelance Contractor – New York

Senior Art/Content Producer

- **Deutsch** (Sept-Oct 2010; Jan-Feb 2011) Clients/projects: PNC BANK seven-city shoot for multi-media usage; GOT MILK Super Bowl ads
- **TBWA/Chiat/Day** (Aug 2010 – Apr 2011) Clients: Kahlua, Nivea, Planter's, Skittles, Alli, Absolut, Jameson, Nicorette, Ad Council, Kraft
- **The Gate Worldwide** (May 2010 – July 2010) Client/project: major financial company, produced print campaign for US, Chinese and Japanese markets
- **BBH** (Jan-Apr 2010) Client/project: Cadillac 360 campaign launch
- **Razorfish** (Dec 2009) Client/project: Unilever, interactive project that covered web, electronic, social
- **Ogilvy** (Jun 2006 – Aug 2009) Clients: BOI/Pfizer, Wyeth Pharmaceuticals, Allergan, Merck, Glaxco Smith/Kline, Mead/Johnson, IBM, SAP, Siemen's, Kraft, Unilever, American Express, DHL Global, Morgan Stanley, Six Flags, Ford Motor Corporation, Castrol, Kodak, Meals On Wheels (pro-bono), Van Kampen, Environmental Defense Fund (pro-bono), Avon, Yahoo!, Pencil (pro-bono) Print and interactive media for all accounts. Includes talent negotiations and CGI projects.
- **Publicis** (Mar-Jun 2006) Clients: L'Oreal, Citizen Watches, Lancome, Matrix

Team One Advertising – El Segundo, California

Director of Art Buying - Sept 1999 – Apr 2006

Managed and supervised the Art Buying Department. Set and maintained agency standards, goals and budgets with respect to photography and illustration. Created talent selection and fee structures. Interfaced with Senior and Executive Management on the agency and client side. Presented budgets, portfolios and pre-production information to clients.

Senior Art Buyer - Apr 1994 – Aug 1999

Produced print photo shoots for all clients. Supervised art buyers.

Art Buyer - Aug 1992 – Mar 1994

Clients Included: Lexus National, Lexus Dealer Association, Lexus Collateral, Lexus Interactive, Lexus International, Boston Market, Ritz-Carlton Hotels International, America West Airlines, Air New Zealand, Boost Mobile, Castlemaine Beer, American Cancer Society (Pro-Bono), Adidas, Verbind, Infonet, Yonex Tennis/Golf, Millstone Coffee, City of El Segundo, Venice Art Walk (Pro Bono)

F-Stop Hermosa Beach

Owner – Mar 1989 – Jul 1992

Represented 15 photographers for advertising and editorial clients worldwide