

# Lisa Matthews

## Senior Art Producer

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Senior Art Production Manager with twenty-eight years of advertising agency experience across multiple brands. Experience with large international assignments producing multi-platform assets on time and on budget. Strong leadership, negotiating and interpersonal skills.

### Key Strengths

Content creation including but not limited to: print, digital, motion, illustration and CG assets | Collaboration | Bid negotiation | Ballparking | Budget tracking | Talent sourcing and negotiation | Automotive, Product, Lifestyle Photography | Stock research and licensing | Retouching | Location scout support | Onsite production support | Working with cost consultants | Billing

### Experience

#### **Saatchi & Saatchi | Freelance Executive Art Producer**

Fall 2018

- Produced all photography, video, cinemagraph and giff content for the 2019 multi-platform launch of the new AWD-e Toyota Prius. Content creation included assets for national advertising, digital and social media channels.

#### **Team One | Associate Director of Art Production**

2009 - 2018

- Managed the Art Production Department of 4 art producers for up to 5 different clients at a time including national brands, and new to market product launches.
- Responsible for the procurement and execution of photography, illustration, CGI, retouching, and stock photography.
- Directly managed all photography needs on behalf of Lexus Motor Sales U.S.A, Häagen Dazs, Dacor Appliances and Ritz Carlton Hotels.
- Led international photography production for the launches of the Lexus LC and ES.
- Established worldwide artist program to discover new artists across all levels including Emerging, Breaking and Proven photographers to support client request for new talent with lower budgets.
- Used industry experience to work closely with Creative Department, Account Management and independent cost consultants to deliver high quality art assets at the lowest negotiated cost.
- Developed processes and procedures to streamline department activities including the development of Production Library.
- Represented Team One at art industry schools and photography showcases as a speaker and panel participant.
- Established Southern California Art Producer's forum.

#### **Saatchi & Saatchi LA | Manager of Art Production**

1999 – 2009

- Managed Art Production and Digital Asset Management team.
- Responsible for the procurement and execution of photography, illustration, CGI, retouching, and stock photography for Toyota Motor Sales, USA.
- Produced all creative work for Toyota Motorsports and multiple model launches as well as the Surfrider Foundation.
- Worked collaboratively with Creative, Account and Product Specialists along with independent cost consultants to deliver high quality assets at the lowest negotiated cost.
- Developed processes and procedures to streamline department activities.
- Manage the maintenance of the Toyota Image Bank, a repository of all current and historical Toyota art assets.
- Represented Saatchi at numerous art industry schools and photography showcases as a speaker and panel participant.

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## Experience continued

### **Suissa Miller Advertising | Senior Art Buyer**

1998 - 1999

- Supervised the Art Buying Department.
- Worked closely with the Creative, Account, Print Production, Traffic and Product Specialists on national, collateral and retail advertising for Acura USA.
- Negotiated asset and re-use fees; hired photographers, producers, illustrators and models; ordered and handled all stock photography; reviewed and approved all photography related invoices; issued purchase orders; continually reviewed current and up and coming portfolios.

### **The Designory | Art Producer**

1997 - 1998

- Developed the Art Production Department for The Designory and established all art production workflow systems, procedures, and trained all incoming staff.
- Negotiated and purchased all photography, illustration and stock photography for Nissan, Mercedes, Oldsmobile and Mitsubishi collateral materials.

### **Foote, Cone & Belding | Art Producer**

1990 - 1997

- Developed the Art Production Department for Foote, Cone & Belding.
- Established all Art Production workflow systems, procedures and trained all incoming staff.
- Worked closely with the Creative, Account, Print Production and Product Specialists on national, collateral, and retail materials for Mazda North America Operations as well as Men's Health Magazine, Red Cross and the Los Angeles Natural History Museum.