

Michelle Wells

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Senior Integrated Producer

Detail-oriented and innovative professional with extensive experience in overseeing the production processes with top-rate speed and accuracy to accomplish business milestones. Expert in managing projects from conception to success by utilizing all available resources and reducing time limits. Skilled in developing brand identity through creative thinking and strategic initiatives. Possess solid ability to manage all areas of the creative production process and capture all content in compliance with accurate technical and creative specifications. Impeccable communication, collaboration, interpersonal, organization, and problem-solving skills; able to focus on delivering quality services while following client standards.

- Print/Video Production Operations
- Creative Design / Marketing
- Budget / Resource Optimization
- Quality Assurance and Control
- Photography Management
- Project Administration
- Cross-functional Coordination
- Key Relationship Building
- Attention to Detail and Accuracy

Career Experience

Art Production Lead/Studio Manager Venables Bell & Partners, San Francisco, CA 2/2021 to present
Manage integrated production projects from concept through completion. Lead the in-house production studio and manage two direct reports.

Senior Print Producer/ Art Buyer, Venables Bell & Partners, San Francisco, CA 9/2013 to 3/2020
Upheld consistent progression of work by projecting budget and production estimates and creating purchase orders. Quantified potential suppliers and sourced quality products through print, books, collateral, fabrication. Amortized all billing to minimize outstanding liabilities. Drove production efficiencies by supervising the printing of outdoor, collateral, direct mail, books, posters, and signage. Liaised with art directors for color corrections and retouching to attain perfect results. Upheld efficient and cost-effective processes by overseeing art production from sourcing to final execution, such as photoshoots, illustrations, CGI, fabrication, video, and digital.

- Managed accounts of high-profile clients, such as 3M, Audi, Chipotle, Conagra, Google, Intel, Phillips 66, PlayStation, Reebok, REI, Sony, Starwood Hotels, and Trulia for long term business success.
- Played a key role in handling high-stress photoshoots and executing the assigned projects in accordance with the specified budget.
- Served as initial point of contact for resolving issues of multiple personal such as clients, creatives, account teams, and photography crew for the effective running of processes.
- Accelerated innovation in production processes by managing and empowering multiple teams, such as account services, creative teams, and project management.
- Utilized expertise in managing campaigns while dealing with video post-production and digital production.

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Freelance Integrated Project Manager, Venables Bell & Partners, San Francisco, CA 6/2012 to 9/2013
Managed in-house production and agency creative through effective communication and collaboration with creatives and designers.

- Gained knowledge regarding digital and video project management for professional growth.
- Promoted to Senior Print Producer for demonstrating utmost dedication towards work excellence.

Print Producer, Publicis & Hal Riney, San Francisco, CA 3/2011 to 6/2012
Built strong connection with the external production of agency creative, including magazines, newspapers, collateral, and outdoor. Collaborated with creative agency, design and account team, and project managers to administer internal production of agency creative. Controlled the production cost, maintained the budget, managed purchase orders, as well as processed and amortized all billings. Sustained the quality of products by selecting vendors and sourced the products for printing. Handled outside production of final concepts by supporting art directors, vendors, and publications in color correction and retouching. Contributed efforts in acquiring and directing consents on stripped and loose proofs.

- Increased service efficiency by timelining the project within the approved budget and stipulated time.
- Spearheaded the development of high-quality printing of outdoor to boost brand positioning.

Freelance Print Producer/Project Manager, Venables Bell & Partners, San Francisco, CA 9/2010 and 2/2011
Portrayed strong visual impact of the company by managing external production of agency creative, via magazines, newspapers, collateral, and outdoor.

- Upheld the administration of internal production and management of agency creative to achieve desired outcomes.

*Additional experience as "Print **Producer**", "**Project Manager**", and "**Assistant Account Executive**" at renowned organizations.*

Education

Bachelor of Arts, Major: Business, Minor: Marketing and Spanish | Washington State University, [Location](#)

Technical Expertise

Intermediate: Adobe Creative Suite, Fastrack, Workamajig, Google Docs | **Advanced:** MS Office (Word and Excel) and Smartsheet