

# MADDY GIORDANO

*Creative Producer*



## CONTACT



SEATTLE, WA



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## SUMMARY

Creative Producer bringing ideas to life in the real world and the online world, in stills and moving picture, on billboards and televisions. Over eight years' experience in both traditional and non-traditional advertising.

## CAPABILITIES / SKILLS

Demonstrated ability to successfully plan, coordinate and execute a multitude of projects. Advocate for the creative ideas, as well as a key performer in the day to day execution of those ideas. Clear and articulate communicator to partners, team members and clients. Organized, with attention to detail and excellent time management. Self-starter. Team leader and player but can also be an individual performer as needed. Google Suite and Office 365 whiz. Adobe CC proficient.

## INTERESTS

Music. Movies. Food. Travel.

REFERENCES AVAILABLE UPON REQUEST

## EXPERIENCE

Present  
-  
2012

### SENIOR CREATIVE PRODUCER

*DNA Brand Mechanics, Seattle | 2019-Present*  
*Wexley School for Girls, Seattle | 2012-2018*

- Executive production and oversight of all aspects of project scopes including budgets, timelines, procurement, and execution
- Scoping and leading integrated campaigns across experiential, broadcast and video, radio, OOH, print, photography, digital and social content
- Managing aggressive timelines and large scopes of work, including budgets of over \$2 million
- New business development; assessing project feasibility
- Strategic thinking, project management, and client support
- Managing and mentoring other producers
- Resource management of production team, internal studio, and production vendors
- Instituting best practices, including budget controls and workflow, to improve overall efficiencies for both the department and the company
- Collaborating with internal teams to develop and enhance creative while also managing expectations and approvals from stakeholders and senior leadership
- Big picture planning, as well as day to day management of multiple, simultaneous projects
- Working with global brands and developing campaigns that translate on a global level; producing localized assets
- Brands I've worked with include Rainier Beer, Dragon's Milk, Swerve Sweetener, Catalina, Seattle Sounders FC, Blizzard Entertainment, Sparkling Ice, Darigold, Microsoft, Nordstrom Rack, Value Village, Pocket Gems, Copper Mountain, Brooks, HomeStreet Bank and MoPop

2012  
-  
2008

### US & CANADA FASHION BUYER

*Zumiez, Lynnwood*

- Handled purchasing, allocating and managing inventory for over 400 US stores, 20 international stores, and the e-commerce website
- Specialized in junior's apparel, footwear, and accessories
- Achieved 24% sales increase in junior's apparel, diversified assortment and identified new categories and vendors; expanded successful brands
- Responsible for adapting the Zumiez culture and lifestyle to Canada through product differentiation and in-store experiences

2008

### MARKETING ASSISTANT

*Zumiez, Lynnwood*

- Assisted with production of the Zumiez Couch Tour, a national skateboard and music tour
- Coordinated travel, equipment, contractors, entertainment and catering
- Assisted with PR at each tour stop through local print advertisements

## EDUCATION

2008  
-  
2004

### BACHELORS, BUSINESS ADMIN & MARKETING

*University of Washington, School of Business*