

KAT HASSLER | CREATIVE PRODUCER

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HIGHLIGHTS

- 7 years of experience producing creative content with a specialization in print production and digital activations at creative agencies.
- Implements new processes, establishes organizational systems, and supports teams with servant leadership.
- Proficient in SmartSheets; ActualizeIt (Production Estimating Software); Microsoft Suite including Excel, Powerpoint, Acrobat; Adobe Systems including Photoshop, Lightroom, Illustrator, and InDesign; CaptureOne, Retouching, Web Design, Basic HTML & CSS, Vinyl Installations, and studio lighting equipment.

EXPERIENCE

PRODUCER

JAN 2022 - PRESENT

[PUBLICIS GROUPE \(PXPStudios\)](#) | Chicago, IL

Managing teams consisting of retouchers, layout artists, copywriters, designers, and developers on print and digital post production projects for clients like Altria, Walmart, Firestone / Bridgestone, ALDI, Unilever, and ComEd.

- Creates bids, pitch decks, production briefs, and timelines. Selects project team and ensures that deliverables including direct mail pieces, experiential OOH activations, web banners and emails, and print ads exceed scope requirements.
- Ensures seamless asset management between photo studio, live action, motion-post, design, and social team.
- Solves problems and adapts to change in high stress environments while maintaining thorough communication with clients and internal stakeholders.

INVENTORY MANAGER & PHOTO PA

FEB 2021 - JAN 2022

[PUBLICIS GROUPE \(PXPStudios\)](#) | Chicago, IL

Managed the inventory department of Publicis Groupe's Chicago based photo studio (with 1 direct report) for multiple clients including ALDI, Mattel, Instant Brands, and OXO. This included the intake, tracking, documentation, and return after production of all products shipped for shoots.

- Supported producers, account teams, clients, photographers, and prop stylists to ensure all teams had accurate information and assistance with shipping and receiving needs.
- Developed and implemented new communication and tracking systems with Smartsheet that streamlined the sharing of information between all stakeholders.

ASSOCIATE STUDIO PRODUCER & PRINT SHOP TECH

SEPT 2018 - FEB 2021

[FCB](#) | Chicago, IL

Secured a permanent role after a successful internship, supporting new business development, experiential events, and content creation across multiple teams for clients like Michalob Ultra, Cox Communications, and Boeing.

- Produced all print studio projects and assisted in the execution of print projects including operating print shop machinery to produce garments, building print files, creating packaging comps, and installing vinyl wall wraps to support event and campaign success.
- Collaborated with the content team and led print shop operations for new business and experiential projects, including mock-ups for new packaging development and direct mail pieces.

PRINT PRODUCTION - Intern

2018

[FCB](#) | Chicago, IL

Assisted production artists, producers, art buyers, and content creators with their daily roles and responsibilities while developing a strong understanding of how a large creative agency functions.

STUDIO PHOTOGRAPHER

2017

[SalonDJ Hairtography](#) | Chicago, IL

Photographed client portraits, Masterclasses, and salon events for promotional, marketing, and archival purposes. Directed talent, managed gear, retouched and color corrected images and managed photography archival DAM system.

EDUCATION

COLUMBIA COLLEGE CHICAGO | BA Photography & Graphic Design