

Karly DeWees

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Apple - Los Angeles, CA

Photo Editor & Producer || June 2022 – Present

- Produce marketing assets for Apple's services for print, digital, OOH, creative advertising, social media, partnerships, and international needs. Apple Services: Apple Sports, Apple Music, App Store, Apple Pay, Apple Books, Arcade, Apple News.

TBWA\Chiat\Day - Los Angeles, CA

Art & Digital Producer || March 2022 – June 2022

- Produced digital sport marketing assets for Gatorade. Collaborated and worked effectively with video producers and Gatorade's social team on integrated sets sharing celebrity talent, coordinating shoot schedules, and managing budgets.

MullenLowe - Los Angeles, CA

Art Producer || May 2019 – March 2022

- Photography and content producer for Acura, Patrón, California Avocado Commission, Constellation Brands, Grey Goose, Providence Health Care, Whole Foods Market, Hawaiian Airlines, Figure.com, and new business campaign development.
- Experience producing a wide range of content including photography (still life, lifestyle, product, automotive, food + beverage), design, CGI, illustration, and animation for print and digital campaigns.

Media Arts Lab - Los Angeles, CA

Jr. Art Producer || APPLE || September 2018 – May 2019

Art Production Coordinator || APPLE || September 2017 – September 2018

- Produced and managed work flows for the production of still content for global Shot on iPhone campaigns. Produced remote OOH photography shoots for as many as 12 US cities and 15 international markets. Licensed stock and UGC imagery for local and global OOH campaigns.
- Managed the internal MAL Gallery: On-boarded new artists while working with the in-house studio, print vendor, and office services to update the gallery on a quarterly basis.

Crispin Porter + Bogusky - Los Angeles, CA

Freelance Content Manager || INFINITI GLOBAL || March 2017 – July 2017

- Facilitated the acquisition of global creative from 9+ agencies for internal executive review on a weekly basis to ensure brand identity was maintained globally.
- Spearheaded creation of Social Tracker and maintain Global Usage Tracker that housed usage renewals for KVs, music, and talent across 7 car models and 3 social platforms.
- Implemented a new DAM platform to better assist management of global content distribution and standardization of TV spot request and approval process.

Education

University of Oregon || 2016

Bachelor of Science with Departmental Honors

School of Journalism and Communication

Advertising + Photography