

KIMROSE

CREATIVE OPERATIONS & PRODUCTION DIRECTOR

Connecting creative work with operational execution across retail, experiential and digital marketing.

CONTACT

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📍 Seattle, WA

SUMMARY

Creative operations and production leader with 15+ years translating creative ideas into executable programs across retail, experiential, print and digital. Combines hands-on production expertise with operational leadership to anticipate downstream challenges, remove unnecessary friction and build practical workflows around how creative work actually gets made. Aligns creative, marketing and operations teams with agency and vendor partners from concept through delivery, improving efficiency without compromising the work.

PROFESSIONAL EXPERIENCE

WINSTON RETAIL SOLUTIONS

January 2025 - Present
New York, NY (Remote)

Senior Project Manager, Contract

- Manage concurrent retail and creative production programs for Tommy Bahama, TUMI and Movado across independent timelines, spanning print, fabrication, photography and fulfillment.
- Produced two high-volume style-out shoots for Tommy Bahama in 2026, managing production planning and onsite execution for 406 looks across eight shoot days.
- Oversaw end-to-end production for a nearly 600-store signage pilot, managing print sourcing, vendor coordination, proofing, fulfillment and distribution. Achieved a 95.2% on-time delivery rate, securing two additional rollout cycles, including a Fall 2026 deployment.
- Managed a high-pressure 256-store retail refresh across nine weeks in Spring 2025, achieving a 96.5% first-pass completion rate with only nine revisits. Performance led to re-engagement for the Fall/Winter 2025 rollout.
- Directed more than \$150K in new business from 2025–2026 across seasonal retail refreshes, commercial photography and print production initiatives, expanding pilot programs into recurring client engagements.
- Produced Tommy Bahama's Fifth Avenue flagship seasonal window campaign, overseeing a \$40K budget across print production, fabrication, prop sourcing and vendor/installer coordination.

TOUCH WORLDWIDE

May 2025 - June 2025
Seattle, WA (Remote)

Senior Producer, Contract

- Led production of more than 500 print and digital assets for Starbucks' LE25 at Mandalay Bay, overseeing proofing, approvals and delivery of wayfinding, large-format signage, OOH and event collateral within a compressed six-week schedule.
- Recovered a two-month production backlog within four weeks by resequencing print and digital deliverables according to production lead times, aligning creative priorities with vendor schedules to deliver an on-time event launch.
- Contributed to Starbucks' LE25, recognized with a 2026 Communicator Award of Excellence (360 Brand Experience) and a 2025 Event Marketer Bronze Award for Best B2B Conference Environment.

HH GLOBAL (@T-MOBILE)

October 2019 - July 2024
Bellevue, WA

Senior Production Services Manager

- Managed large-scale retail programs supporting seasonal campaigns, retail packaging and fixture rollouts across 7,800 U.S. stores following the T-Mobile/Sprint merger, overseeing \$1M+ budgets while aligning vendors, schedules and cross-functional teams.
- Directed Holiday retail campaigns across 6,310 U.S. locations spanning 19 different store formats, overseeing production of 247 printed SKUs across concurrent vendor schedules and fixture programs.
- Led prototyping and production development for T-Mobile's Local Design Concept (LDC) and Experience Store formats, translating in-store concepts into scalable solutions through material testing, prototype development and production validation. Oversaw production for 350+ store conversions during tenure.
- Established workflows, roles and production processes for HH Global's newly formed embedded production team at T-Mobile, improving clarity and coordination across creative, retail operations, procurement and vendor teams.

CERTIFICATIONS

Certified Scrum Master (CSM)

Scrum Alliance
Westminster, CO
Credential #: 1978610
July 2024

Project Management Pro (PMP)

Project Management Institute
Newton Square, PA
Credential #: 3160426
November 2021

EDUCATION

Bachelor of Fine Arts,
Graphic Design & Photography
Fordham College Lincoln Center
New York, NY

- Reduced print, fabrication and packaging costs by 30% through strategic sourcing, process optimization and vendor negotiation while maintaining 95%+ SLA performance across national retail programs.

WEST 83RD ST PRODUCTIONS, LLC
Production & Creative Operations Consultant

March 2017 - February 2020
Seattle, WA & New York, NY

- Operated a creative production consultancy, delivering end-to-end project management for 360° branding and integrated marketing campaigns.
- Managed the full creative lifecycle for print (catalogs, direct mail, OOH, packaging, apparel, POS) and digital (e-commerce, email, paid media, social), including product photography direction optimized for marketplace and DTC channels.
- Led multilingual creative production across 40+ SKUs in 5+ languages for SOS Food Lab, coordinating artwork, translation, approvals and print vendors through production-ready file release.
- Built and managed a vetted network of freelancers and specialized vendors, providing flexible resourcing across concurrent client campaigns.

WIEDEN+KENNEDY
Freelance Senior Producer

May 2018 - November 2018
New York, NY

- Produced print, digital and experiential campaigns for Fox Sports and Duracell and led OOH initiatives for Lyft and vitaminwater, managing concurrent schedules in a fast-paced agency environment.
- Managed vendor bidding, estimates, proofing, QA and final asset delivery while coordinating account, studio and creative teams with external vendors to maintain quality and budget control.
- Produced Lyft's breakthrough NYC experiential campaign "Staycation" in collaboration with local artists, reaching 10M+ residents and commuters daily. The campaign received coverage in Adweek and Medium.

TIFFANY & CO.
Freelance Studio Director

August 2016 - November 2017
New York, NY

- Stabilized creative operations during organizational transition by implementing Wrike, standardized routing and documented workflows, improving visibility into project status and executive approval dependencies.
- Championed 360° campaign project management across Creative, Visual Merchandising, E-Commerce, PR and Production, consolidating similar requests and eliminating redundant deliverables.
- Directed routing and approvals of master mechanicals for the global launch of the HardWear Collection featuring Lady Gaga, contributing to a 6% in-store sales lift during Holiday 2017 and a 15% increase in worldwide sales in Q1 2018.

TOMMY HILFIGER
Director of Studio Operations

January 2014 - June 2016
New York, NY

- Directed biannual 360° campaign production and day-to-day studio operations overseeing all North American in-store print materials, digital assets and e-commerce initiatives.
- Supported the Tommy Hilfiger brand relaunch across tommy.com and the launch of the brand's magazine and editorial blog, enabling a more editorial customer experience.
- Implemented a standardized routing process and creative briefing framework in Wrike, increasing studio capacity by 50% while improving project transparency, accountability and cross-functional alignment.
- Reduced retouching costs by more than \$1M annually by bringing retouching management in-house, replacing agency oversight with direct vendor management while improving quality and cost control.
- Built and mentored a 15-person creative and production team through structured onboarding, regular coaching, capacity planning and freelance resource management.
- Partnered with global teams to produce creative assets for U.S.-based PR events, including Men's & Women's New York Fashion Week activations and ambassador campaigns featuring Zooey Deschanel and Rafael Nadal.

ADDITIONAL PROFESSIONAL EXPERIENCE

COLE HAAN: Freelance Production Manager, New York, NY

DIGITAS: Freelance Traffic Manager, New York, NY

WENNER MEDIA: Freelance Ad Services Coordinator, New York, NY

MERKLEY+PARTNERS: Print Producer, New York, NY

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TOOLS

Project & Workflow

Asana
Basecamp
monday.com
Trello
Workfront
Wrike

Creative

Acrobat Pro
Figma
Illustrator
InDesign
Keynote
Logic Pro X
Photoshop

Business & Collaboration

Google Workspace
macOS Sequoia
Microsoft 365
SharePoint
Slack
Windows 11

Process Design & Visualization

Lucidchart
Miro
Visio