

Making things.

Making things
happen.

Making things
happen better.

I’m Kim Rose.

I’m a Creative Operations & Production Director who builds practical systems around how creative work actually gets made.

CAREER HIGHLIGHTS:

- Led national retail production across 7,800 T-Mobile stores, managing \$1M+ programs while reducing costs by 30% and maintaining 95%+ SLA performance.
- Increased Tommy Hilfiger studio capacity by 50% and delivered \$1M+ in annual retouching savings by rebuilding workflows across creative and production.
- Oversaw a 600-store signage pilot with 95.2% on-time delivery and a 256-store retail refresh in nine weeks with 96.5% first-pass completion, both securing additional rollout cycles.
- Managed 500+ assets in six weeks for Starbucks LE25, recovering a two-month production backlog in four weeks and contributing to a multi-award-winning event program.
- Directed studio operations for Tiffany & Co.’s global HardWear launch featuring Lady Gaga, contributing to +6% holiday in-store sales and +15% worldwide Q1 growth.
- Produced OOH, experiential, retail and digital campaigns for Lyft, vitaminwater, Fox Sports and Tommy Hilfiger, including Lyft’s NYC Staycation campaign reaching 10M+ daily commuters and earning coverage in Adweek.

SELECTED CLIENTS:

TIFFANY & CO.

TOMMY HILFIGER

vitaminwater



Rolling Stone

AVON

COLE HAAN



T Mobile

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WHAT I DO:



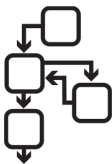
PRODUCTION

Production always takes longer than people think, not because of the obvious steps, but the unexpected ones. Years of producing complex work across channels have taught me where the risks hide and how to address them before they become problems.



PROJECT & PROGRAM
MANAGEMENT

Complex work can get messy fast. I create structure around competing priorities, dependencies and deadlines so teams know what needs to happen, who owns it and what comes next.



CREATIVE OPERATIONS

The best operations are built alongside the people doing the work. I combine their expertise with the realities of execution to build practical workflows that reduce friction, improve visibility and make great creative work easier to deliver.