

GRACE LARTEY

CREATIVE PRODUCER

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Profile

Pro-active, passionate and a hard worker. With a background in photography and the film industry, I am constantly striving to develop my skill set, working within a fast-paced studio environment is where my skill set lies. I am committed, passionate and always eager to learn. Having a wide range of admin skills from excel documenting to managing a team, I truly thrive under pressure and enjoy fulfilling a project from start to fruition.

Experience

FREELANCE PRODUCER

Present

Organising shoots, creating & delivering design briefs, booking and casting models, booking and scheduling freelance creative teams and in-house teams, working with clients aswell as in-house brands.

PRODUCER @ ASOS

July 21-June 22

Produced creative & ecom shoots for ASOS's website and socials, working closely with the studio team across MW, WM, lifestyle, and stills to produce the best results. Strong communication skills and time management were key to producing the best of the team on the day. Continuously pulled references and feedbacking when appropriate & troubleshooting in real time. Worked closely with freelancers, stylists, photographer and post production teams. With tight turn arounds it was key to be able to flick through ASOS' key customer profiles appropriate to the shoot briefs. Continuously give updates throughout the day to relevant teams. QC content during and post shoot.

PRODUCER & POST PRODUCTION COORDINATOR @ John Lewis & Partners

May 19 - Jul 21

Managing a team of freelance and in-house retouchers to meet business deadlines across all imagery for John Lewis. Working towards 2 SLA for priority imagery to 4 day SLA for new launch/reshot products. Having strong admin skills to transfer critical business information, composing reports and stat's which is updated daily and weekly. Working with other departments across the business to meet targets and the high standards within the imagery that is going online for John Lewis. Having an excellent eye for detail and giving amends for any work that does not meet required standards.

STUDIO PRODUCTION COORDINATOR @ House Of Fraser

Jun 18 - May 19

Been present on set to art direct shoots, handling model/studio invoices, organising shoot production, from getting samples to booking in the set, photographer and stylists. Had regular communicating/meetings with buyers and merchandisers to create imagery that is suitable for the brand and consumer. Keep up to date with admin tasks & budgets. Keep close relationships with model agencies.

STUDIO ASSISTANT @ 100% Digital

Apr 17 - Jun 18

Sorting samples sent in from clients & organise with shoot lists. Aswell as keeping track of what samples are going in and out of studio. Coordinating and shooting model castings, Liaising between clients and modelling agencies. Uploading & sending imagery after post production. Supporting the Studio Co-Ordinator when busy and during absences. Organising make-up artists and stylists if required. Preparing lighting set ups for photographers.