

CASIE MORRIS

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Senior Creative Producer

Creative producer experienced managing the creative development and production of brand campaigns across industries including healthcare, financial services, entertainment and hospitality and tourism. Team leader and problem solver with demonstrated ability to manage complicated and multifaceted projects. Resourceful and agile with financial acumen. Experienced implementing efficient workflow solutions, building successful teams and communicating effectively with stakeholders to find best approaches for each project.

Senior Art Producer - Fitzgerald + Co - Atlanta, GA

2015 - Present

Agency producer collaborating with creative directors, account directors and clients to produce photography, video and digital assets for brand campaigns. Obtain triple bids and creative treatments, manage SOWs and budgets, negotiate licensing terms and present bids to client. Oversee talent casting, licensing, contracts and PO approvals. Manage all aspects of production, from scheduling and shoot production to final delivery of assets. Accounts I've worked with include: **Navy Federal Credit Union, Synovus Bank, MedExpress, Carrabba's Italian Grill, The Southern Company, Coca-Cola.**

Creative Producer - Casie Morris Productions

2008 - Present

Producer for national and global print, digital and video campaigns managing all aspects of production and final delivery of assets. Clients include advertising agencies, in-house marketing clients, commercial advertising photographers and production companies. Manage scope of work (SOW) and budgets, deadlines and deliverables. Manage art buying and triple bids, image usage/licensing, talent casting, negotiate contracts. Create project schedules, effectively managing timelines from conception through completion, communicating milestones to key stakeholders. Implement effective workflow solutions and processes, build successful teams. Collaborate with clients, account teams and creative directors to deliver final creative product. Strong organizational and communication skills, agile problem solver with ability to manage multiple projects. Relationships with artists and agents in the industry at a national level.

Brands I've worked with include: **Capital One, Coca-Cola, Chevy, Ford, Harley Davidson, John Deere, Volkswagen, Netflix, Time Warner, Cartoon Network, Universal Music, Fresenius Medical, Pfizer, Gold Bond, Adcetris, TREX, Williams-Sonoma, StainMaster, Shaw Contract Group, Louis Vuitton, Dick's Sporting Goods, Merrell, Frye, Sundance Catalog, Anthropologie, FullBeauty Brands, Kohl's, Macys, Belk.**

Senior Producer - BFG Agency - Hilton Head, SC

2007 - 2016

Produce print, video and digital assets for the Discover South Carolina brand campaign promoting the state as a travel and tourism destination. Client: South Carolina Department of Tourism. Produce assets for both domestic and international markets for digital, print, internet/website and OOH. Collaborate with client and agency team, stakeholders and CVB partners to feature travel destinations in each region of the state. Hire and manage teams for each project, manage talent casting, The campaign increased market share for the state's tourism industry, generating an economic impact of \$19.1 billion in the first year.

Art Director - Film Industry/Freelance

2008 - 2013

Shaw Contract Group/Shaw Hospitality Group - Creative producer/set stylist for branding campaigns.

Ford Motor Company/Hulu - Hired by the creators of "The Amazing Race" to produce challenge events for two episodes of Ford Focus Rally airing on Hulu featuring the 2012 Ford Focus.

MasterClass - Art Director/set designer for the 2014 launch of MasterClass series featuring Usher.

Real Housewives/Bravo - Art director/set designer for Real Housewives of Atlanta interviews Season 6-8.

ABC Family/Disney Studios - Art director for television/internet promos featuring Miley Cyrus.