

Sarah Manna

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Work Experience

imre

Jan 2024- Present

- Accounts: AstraZeneca, Bausch + Lomb, Lumify, Stihl, Verastem, New Business.
- Building the studio and production department from the ground up, developing a comprehensive, robust operation that is becoming a key profit center. Leading and mentoring a dynamic, multidisciplinary team of content creators, including in-house shooters, producers, editors, animators, designers, and retouchers, fostering growth and collaboration to consistently deliver high-quality results. Attending new business pitches representing production and studio. Working closely with legal team to establish appropriate paperwork and laying the ground for business affairs department. Researching and educating staff in use of AI. Training PM, creative and account teams in agency process, new ways of working and best practices.

Deutsch, New York, NY.

SVP, Associate Director of Integrated Production + Head of Studio

Nov. 2021 -Dec 2023

SVP, Director of Integrated Studio, Print, Art, and Social Production

Feb. 2015- Nov 2021

- Accounts: Reebok Global, Michelob Ultra Global, Acuvue Global, Busch Beer, Budweiser, PNC Bank, Sherwin Williams, Outback Steakhouse, Lactaid, Cetaphil Global, Differin, New Business.
- Lead team of Art Producers, Video Producers, Print Producers, Digital Producers, Proofreaders, Studio Designers, Editors, Animators, Motion Designers and Retouchers. Consolidated 2 departments and retrained staff. Trained producers to become integrated through all production disciplines. Oversaw all video, TV and photo shoots. Sourced and vetted all 3rd party vendors for all productions- Directors, Photographers, Illustrators, Artists, Production Houses, etc. Oversaw all daily operations in Print, Art, TV/Video and Studio Departments. Responsible for production of assets for social media channels, print, OOH, broadcast, banners, etc.
- Created new production procedures and workflow that lead to efficiencies and a more modern way of working.
- Ensured that Deutsch hired diverse talent and partners. Created process to hold production department accountable.
- Direct client contact across all accounts. Worked closely with department heads, COO, CFO, CEO, CCO, CTO, CMO, creative- and account leads. Directed AD's, AE's, PMs and production staff on "best production practices", production technologies, and retouching. Fluent in SAG and AICP guidelines.
- Reestablished and reshaped new studio, added digital and banner production offering to studio. Added creative disciplines to the studio such as illustration, motion color correction, photography, etc. Developed workflow for proofreading motion work.
- Scoped and estimated all projects; staff hours and hard cost of ideas for art, TV/video, shoots, retouching, mechanicals, social posts, etc.
- Established Social Media Production Process for agency. Brought photography capabilities in-house. Created in-house shoot rate card and shooting studio with equipment.
- Worked hand in hand with agency's Business Affairs department ensuring all contracts, financial agreements and legal documents were in place for each production.
- Established Experiential Production capabilities at agency. Trained staff and lead the production of all experiential projects.
- Designed a new Studio space and worked closely with Architects for office move during pandemic.

Latitude Elevates, New York, NY.

Feb. 2014-Feb. 2015

By donating 50% of its profits, Latitude created a more sustainable life for women and children in extreme poverty.

Sr. Account Director

- Accounts: Ann Taylor, LOFT, Under Armour, Max Mara, Foot Locker, New Business.
- Co-lead NYC office. Built team and hired staff. Supervised and trained staff in process, production, pre-press, billing and client relationships. Created new business opportunities and brought in new clients.
- Managed client day-to-day requests for in-store materials, fixtures, elevated window display, OOH, and other printed matter.

Anomaly, New York, NY.

Jan. 2010-Feb. 2014

Director of Production and Art Buying

- Accounts: Diesel, Converse, Cole Haan, Nike, Budweiser, Captain Morgan, Renaissance Hotels, Motorola, Pepsi, and P&G.
- Lead a team of Art Buyers and Producers. Supervised and trained staff in process, production, pre-press, art buying, and billing. Mentored Studio Manager. Established the Art Buying department. Oversaw all shoots and all external talent.
- Created and established agency wide workflow- and resource-sheets, set up weekly all-agency process meetings.

- Created agency rate card and production billing process. Created revenue and steady revenue flow to studio. Revenue increased by \$750,000 the first year, to \$3 million by the 3rd year.
- Involved in creating a modern, profitable studio department; purchased Epson printer with SWOP/ GRACoL/ SNAP proofing curves, light box, established hires workflow, set up retouching department, and created a full-service studio.
- Responsible for producing all shoots and print material for Amsterdam- and Shanghai offices.

TAXI NYC, New York, NY.

Jan. 2007-Jan. 2010

Head of Production & Art Buying

Feb. 2009-Jan. 2010

Sr. Production Manager & Art Buyer

Jan. 2007-Feb. 2009

- Accounts: AMP'D Mobile, Molson, Rail Europe, NY Life, Versus, Blue Shield of California, Motrin.
- Managed a studio of 4 people, including Studio Manager.
- Created and analyzed studio revenue on monthly basis. Made sure studio was profitable, that workflow was efficient, and schedules were met. Created production workflow. Advised staff on production- and billing process.

JWT, New York, NY.

April 2006-Jan. 2007

Global Print Producer

- Accounts: Rolex Global, Domino's, Jenny Craig, and DeBeers.
- Responsible for all retouching, print material, ads, collateral, etc, of large budget, and large volume projects globally and domestically. Responsible for all budgets, schedules and vendor management.
- Produced templates and printed materials for all JWT offices worldwide. Responsible for retouching of all images and ads running worldwide for Rolex.

Digital Color Concepts, New York, NY.

Sept. 2003-April 2006

Production Manager

- Clients: Kenneth Cole, Calvin Klein, Victoria's Secret, Brooks Brothers, Aeropostal, K-Mart, Lucky Strike, and various advertising agencies.
- Coordinated all ads, collateral material, in-store, and images for retouching. Kept daily client contact. Organized and scheduled all projects from start to finish. Communicated and ensured client requests were performed as time- and cost efficient as possible. Signed off on retouching and mechanicals before delivering to client, printer, or publication.

Traveling the world

Jan. 2003-Sept. 2003

Traveled through Thailand, Cambodia, Vietnam, Laos, Malaysia, Singapore, Indonesia, Australia, Fiji, Sweden and Denmark.

Cossette Post, New York, NY.

April 1998-Jan. 2003

Production Manager

Nov. 1999-Jan. 2003

Traffic Manager

April 1998-Nov. 1999

- Accounts: Panasonic, Falcon Jet, TD Waterhouse, Memorial Sloan-Kettering, Citibank, The IRS, The U.S. Coast Guard.
- Established the Traffic Department within the agency.
- Managed the Studio and Traffic Department. Made sure workflow and daily operations were performed as efficiently as possible. Worked directly with vendors. Attended all press checks and responsible for color, budgets and schedules.

Svensk Emballage Teknik AB. Stockholm, Sweden.

1997-1998

Production Employee. Produced packaging material and boxes for a variation of items.

Sivers IMA, Stockholm, Sweden.

1997

Freelance Interior Designer

Owner of Expose', Uppsala, Sweden. Display advertising agency.

1995-1996

Education

International Advertising and the American Advertising Business Program, Pace University, New York. 1998

The Advertising and Media Program, The Institute of International Business Education (IIU), Stockholm, Sweden. 1997

The Advertising and Communications Program, College of Graphics, Art and Advertising, Uppsala, Sweden. 1993-1996

Skills

Diploma: International Print Production Manager (IIU Diploma).

Licensed Meditation Practitioner.

Licensed Reiki Master.

Licensed Health Coach 2014 by Institute for Integrative Nutrition.

Languages: Fluent in Swedish and English.

References Available upon request.