



# HILLARY FRILECK

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## SENIOR ART & CONTENT PRODUCER

### PHOTOGRAPHY | ILLUSTRATION | INTEGRATED PRODUCTION | VIDEO PRODUCTION

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Innovative, creative art and content producer with over 20 years of experience in procuring quality content for client projects, including photography, illustration, and digital art.

#### Subject Matter Expert

Recognized for creative portfolio and an eye for talent. Highly respected and trusted for providing solutions to creative challenges, with ability to spot talent including those not initially considered. Keeps current on new trends and techniques in the art and production world. Captures and reflects the aesthetic concept in all design activities, working across all art mediums providing design, editorial, photographic, and video content, as well as developing and maintaining the visual identity of the Company.

#### Client Management

Builds, nurtures, and maintains exceptional relationships with art, photography, and illustration communities to realize the highest quality production. Able to effectively source artists for projects and negotiate production rates to create revenue opportunities. Solution-oriented with ability to anticipate and resolve issues, including last-minute changes due to location, talent, or weather issues by utilizing appropriate resources. Develops positive relationships with agents, artists, creative teams, and account teams.

#### Leadership

Resourceful, detailed-oriented, quick learner, and out-of-the-box thinker. Proven ability to work to strict deadlines in a fast-paced, rapidly changing environment. Effective communicator with exceptional presentation, negotiation, and influencing skills. Agile and adaptable leader able to operate in a fast-paced, rapidly changing, deadline-driven environment. Displays passion about the design vision for the company inspiring clients and other end users.

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#### Experience

**HILLARY FRILECK PRODUCTIONS, LLC, *Owner*** - New York, NY

2008-Present

- **Global Client Management:** Work with diverse global clients across all industries from smaller, entrepreneurial firms to notable, commercial brand firms. Key clients include *Google, HP, UPS, and Delta Airlines*. High Profile Project of note: Diet Coke production involving 33 works of art, 14 artists, 7 fabricators, and sets in Japan, Brazil, Mexico, Australia, England, Spain and the US.
- **Artist Selection:** Maintain knowledge of worldwide talent pool, and recommend high-caliber artists for key projects, including illustration, photography and a broad spectrum of art styles and media. Book teams including talent, hair stylists, makeup artists, wardrobe stylists, and set designers. Liaise between art directors and artists for discerning creative team, clients and celebrity spokesmodels.
- **Photography Production:** Includes CGI and Illustration/Graphic Design - Oversee all aspects of production from booking talent, managing the flow and post-production schedules and assets to retouching and final handoff. Manage large-scale shoots with extensive cast and crew in studio and on location. Organize photo shoots, bid photographers, oversee pre-production including organizing shoot logistics and scheduling, manage shoots, and monitor progress and expenditures to ensure successful client outcomes. Produce celebrity photo shoots and behind the scenes video/stills content. Lead innovative, high volume photographic workflows, reducing the operational cost while improving the quality of imagery produced.
- **Negotiations:** Understand usage, legal issues and copyright law. Negotiate artist usage rights and budget terms, contracts, copyright and fees with photographers, illustrators, stock photo houses and talent agents for worldwide advertising clients
- **Scheduling:** Develop schedules to ensure approved creative concepts are captured within clients' scope of work.
- **Budget Management:** Create and manage budgets. Manage invoices and proactively seek cost savings.
- **Vendor Contracts:** Source domestic and overseas vendors to develop products and achieve both design execution and target pricing. Cultivate ongoing relationships with vendors to ensure quality production and adherence to quality standards.

- **Cost Consultants:** Managed cost consultants to ensure compliance with client processes and to maximize efficient use of budgets.
- **Industry Trends:** Maintain knowledge of photography and advertising industry trends. Stay current of new photo technologies and industry trends, as well as maintain files on talent and locations.
- **Casting:** Supervise talent castings.
- **Locations:** Research, scout and secure locations for photo shoots, including permits as necessary.

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## Previous Experience

### TBW\CHIAT\DAY

<i>Director of Art Buying - New York, NY</i>	2005-2008
<i>Art Producer – San Francisco, CA</i>	1998-2000
<i>Assistant Art Producer – Los Angeles, CA</i>	1997-1998

COSSETTE POST, <i>Senior Art Producer</i>	2004-2005
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BOZELL/LOWE, <i>Art Producer</i>	2002-2004
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YOUNG + RUBICAM, <i>Art Producer</i>	2000
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## Education

*Bachelor of Science, Mass Communications/Film, Emerson College – Boston, MA & The Netherlands*

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## Awards

Guest Editor -Art+Commerce Photo of the Day (2011)	Art Directors Club – Fujitsu (2003)
Cannes Gold Lion - Snickers Halloween (2006)	PDN Photo Annual – Yamaha (2003)
Interview PDN Online - Ask Creatives (2004)	Cannes, Addy, Clio, One Show – Yamaha (2003)
Guest Editor - Photo Serve - New Talent (2004)	Obie - Bank of America (2003)
Judge - PDN Self-Promotion Awards (2003)	PDN Annual - Pets.com (2000)

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## Skills

Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Microsoft Excel, Microsoft Powerpoint, Microsoft Word, Google Docs, Slack, Basecamp, Budgeting, Scheduling, Digital Asset Management Systems

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## Volunteer Activities

Fort Greene Association (2000-Present); God's Love We Deliver (2016-Present); NY Cares (2011), Board Member, Fort Greene Park Users and Pets Society - PUPS (2018-Present)

FREELANCE	PHOTOGRAPHERS/ARTISTS	CLIENTS
360i 72andSunny, LA adam+eve, NY Anomaly The Assembly, UK Apple Computers Beauty @ Gotham BBDO, NY Cult Healthcare DiMassimo Goldstein Droga 5 Euro RSCG Fred & Farid, NY Gotham Gyro Hill Holliday, Boston J. Walter Thompson McCann, NY McGarry Bowen Meter Industries Mother, NY Ogilvy Radical Media Razorfish Health, PA Sapient Nitro TBWA\Chiat\Day, NY Venables Bell + Partners, SF Wieden + Kennedy, NY	Alexis Armanet Joe Baran Andy Batt Ola Bergengren David Black Robin Broadbent Jake Chessum Dylan Coulter Paul Cruz Vincent Dixon Brian Doben Bryce Duffy Sophie Ebrard Laurie Frankel Alex Freund Darrin Haddad Stuart Hall Thomas Hannich Pamela Hanson Jessica Todd Harper Brad Harris Jonathan Kantor Keate Frank Kozik Jillian Lochner Alexi Lubomirski Shawn Michienzie Jeff Mermelstein Johnny Miller Sharon Montrose Stan Musilek Marcus Nilsson John Offenbach Peden + Munk Platon Peter Rad Rankin Rodeo Effects Norman Jean Roy Phil Poynter Saddington Baynes Todd Selby Peggy Sirota Dan Tobin Smith Taylor James Martyn Thompson Mark Todd Max Wanger Elizabeth Weinberg Kenneth Willardt Christian Witkin WK Interact	Absolut Vodka Air Jordan Apple Computers Astra Zeneca AT+T Ban Bank of America Biore Bristol Meyers Squibb Cache Campbell's Soup Captain Morgan Carlsberg Beer Chanel Chase Bank Colgate Coors Light Crayola Delta Airlines Diet Coke Disney Dunkin' Donuts Electrolux Embassy Suites Energizer Equinox Gyms ESPN Eureka Fisher Price Fujitsu Google Grey Goose Vodka GMC HP, Inc. Hunter Douglas Indeed.com Intel Jameson Whiskey Lean Cuisine Level Vodka Levi's Mastercard Maybelline Nike Nivea New York Times P+G Pepsi Reebok Renaissance Hotels Samsonite Samsung UPS Verizon Wireless Volvo