

Allison B. Deutch

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SUMMARY

Hello! I'm an American transplant in London seeking sponsorship opportunities. I bring a dynamic and passionate approach to production, consistently delivering successful outcomes within budget and on schedule. With experience leading creative teams and managing budgets ranging from £10,000 to over £1 million, I've honed my skills in orchestrating campaigns and overseeing production processes. From humble beginnings as an apprentice to now leading the production department, I've demonstrated my ability to handle all aspects of production and art buying, including photo + video shoots and CG. Now, I'm eager to explore new opportunities and further develop my expertise as a resourceful producer. Let's collaborate and create something amazing!

RELEVANT EXPERIENCE

WildType Health, New York, NY

Producer, *November 2016 — Present*

A subset of Omnicom Health Group, WildType is Merck's AOR for their KEYTRUDA brand.

- Produced new global campaign for client's largest product, assets will be used as principal marketing material ranging from print and digital to videos at conferences by all client partners
- Oversee vendor negotiations including usage terms, lowered rates, and triple bidding; track record of securing the lowest rates for quality products, such as 20% of industry rate
- Manage external partners from onboarding through project completion; lead strategic communications between agency and vendors to build strong relationships and ensure project success
- Design processes and templates to realise efficiencies for art buying, asset management, and invoicing; metadata template pitched to client was adopted and shared with other agency partners
- Experience collaborating with global partners from DPs in Mexico City to illustrators in Estonia to animation houses in London
- Recipient of 'Creative Bravery' award for producing agency's first "person-on-the-street" video, and 'Employee of the Month' for designing a new asset management system

TBWA\CHIAT\DAY, New York, NY

Art Production Intern, *July 2016 — October 2016*

The New York office of TBWA\Chiat\Day, also known as the Disruption® Company.

- Researched and shortlisted photographers and illustrators for production with the art team
- Developed relationship with Getty Images and supported the launch of Thomson Reuters' OOH Grand Central Station takeover
- Created purchase orders and filed invoices, updating online servers with budgetary plans

EDUCATION

University of Florida, Gainesville, FL

Bachelor of Science in Advertising, Minor in Business Administration, Magna Cum Laude

PERSONAL TIDBITS

- Former sideline and studio photographer for UF athletics across all teams
- Study Abroad programs in Rome (business and art) and Berlin (photojournalism intensive)
- Proud member of the 'last row club,' saw over 100 Broadway shows while living in NYC
- Pho enthusiast and noodle soup connoisseur