

ANITA DRUMMING

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WEBSITE: anitadrumming.com

PRODUCTION DESIGNER ARTIST | GRAPHIC DESIGNER | ART DIRECTOR | PHOTOGRAPHER

Creative artist with expertise in production, photography, marketing, design, and brand development. Career highlighted by consistent, progressive achievement and industry recognition. Continually exceeds stakeholder expectations and delivers on consumer value. Proven success in planning, developing and implementing strategies designed to impact critical business outcomes.

CORE COMPETENCIES

LEADERSHIP | CREATIVE | PRODUCTION DESIGN | PHOTOGRAPHY | BRAND DEVELOPMENT

Production

Coordinated with marketing, project management and creative teams to establish effective workflow standards, increasing productivity and aligning the efforts of all departments and vendors.

Facilitated asset management processes for print and digital applications; consolidating operational redundancies in design, production and pre-press while adhering to print and digital guidelines.

Oversaw mechanical build, template structure and color management of files with attention to detail for print and digital applications including e-mails and collateral material meeting production requirements.

Managed production schedules, process and reconciled outstanding invoices.

Consulted with IT and vendors to maintain equipment and supplies.

Design

Created and presented concepts, provided mood boards, designs and comps for multi-channel campaigns; brand development consistent with brand directives and international objectives.

Collaborated and brainstormed with peers as well as worked independently, to create focused and dynamic user experience across all media platforms using Microsoft Office and Adobe Creative Suite.

By understanding the full scope of a project, worked with writers to aligned digital, social and print messaging based on creative briefs outlining the needs of clients and Creative Director.

Photography

Experience in studio, location and art photography, small to large formats cameras; lite retouching; developed lighting effects, acquire props and build sets to realize the creative vision.

Managed day-to-day operations of photography studio; organization and archival of images.

Worked with stylists, makeup artists and models; partnered with photo producers to compile shoot decks, with product and styling information for specific fashion and beauty initiatives.

EMPLOYMENT HISTORY

Anheuser-Busch , New York, NY Senior Graphic Designer	March 2021 – October 2023
Bergdorf Goodman Marketing Division , New York, NY Creative Production Manager	August 2018 – October 2020
Bloomingdale's Marketing Division , New York, NY Production Designer, Branding	July 2012 – August 2018
INDEPENDENT CONTRACTOR	October 2011 – July 2012
Alberian & Aulde Jewelry , New York, NY Brand Development Chandon Luci�n , New York, NY Promotional Design	
Young & Rubicam /The Madison Group, New York, NY Graphic Designer	May 2002 – October 2011

ADDITIONAL EXPERIENCE

Women's Wear Daily/Fairchild Publications, New York, NY | Art Director/Photographer
Ziccardi and Partners (Frierson Mee+Partners), New York, NY | Production Artist/Photographer
The Ace Group, New York, NY | Studio Photographer/Production

EDUCATION

Web Design, The New School
Photography, International Center of Photography
Advertising Design, Photography, School of Visual Arts
Illustration, Photography, Advertising Design, Fashion Institute of Technology
Fine Art/Printmaking, The Arts Students League