

Kathleen Bennett

(917) 653-9639 • kathleen@kbennett.us • New York, NY • Remote / Hybrid

Executive Producer & Production Leader with 20+ years of experience driving large-scale, cross-platform campaigns for top-tier brands including Google, Amazon, and Walmart. Adept at leading multi-disciplinary teams, aligning creative vision with strategic goals, and integrating emerging technologies like generative AI to enhance production efficiency and creative output. Proven success in navigating fast-paced agency environments and delivering measurable results through scalable, innovative production solutions.

DE-YAN

Head of Motion Production

07/2025- present

- Leading the motion production department, managing a team of producers and project managers to deliver high-impact motion design content across top-tier accounts, including Google, YouTube, AMEX, and ATM.
- Oversee full production lifecycles—from concept to delivery—for motion graphics and brand content across digital and broadcast platforms.
- Led social media strategy and content production for a key client, executing weekly content shoots, posts, stories, and reels that drove measurable engagement and brand growth.
- Partner closely with creative leadership and clients to ensure brand consistency, storytelling impact, and visual innovation.
- Spearhead workflow optimizations and team structures to scale delivery across diverse motion deliverables.
- Guide integration of emerging technologies, including generative AI, into the design and production pipeline to elevate creative output and efficiency.
- Act as primary production liaison across departments, driving cross-functional alignment, scope accuracy, and budget adherence.

Madwell

Director of Production

09/2024- 07/2025

- Lead a team of producers overseeing all aspects of production across high-profile accounts, including Verizon, ELF, Hyland's, and Fernet Branca.
- Manage \$30M+ in account portfolios, driving profitability while aligning project goals with evolving client expectations and market trends.
- Directed social media strategy and execution for a key client, produced weekly posts, stories, and reels to boost audience engagement and brand consistency with the help of influencers.
- Leveraged Midjourney, Firefly, and ChatGPT to rapidly prototype creative assets, streamline scripting, and localize content.
- Developed and executed comprehensive project roadmaps, ensuring on-time and on-budget delivery of integrated campaigns spanning content, social, experiential, video, and digital.

- Directed end-to-end production for Visible’s new brand campaign, overseeing multi-platform delivery across broadcast, digital, social, OOH, and display media, incorporating AI-assisted editing and versioning tools to streamline asset creation and localization.

Code and Theory

Executive Producer - Campaign / Program Management Director

04/2021-09/2024

- Led production on award-winning, multi-year global integrated campaigns for Amazon Advertising, spanning broadcast, content, digital, social, print, and OOH, while incorporating generative AI tools such as Midjourney and Adobe Firefly for rapid visual prototyping, creative concepting, and asset development at scale.
- Pioneered AI-driven solutions for creative development at scale—expediting scripting, prototyping, and visual exploration.
- Advanced strategic development of Johnson & Johnson campaigns across premiere brands like Lubriderm, Tylenol, Zyrtec, and Motrin
- Designed agency approach to Chase Minority Business Banking digital experience
- Shepherded creative and interaction design for Goldman Sachs SMA online presence
- Collaborated with the Xerox Global team on content creation campaigns as well as global print and event guidelines

Publicis

Associate Program Management Director

10/2016 -03/2021

- Launched the multimillion-dollar “Famous Visitors” Super Bowl campaign for Walmart
- Pioneered new distributed collaboration and production processes to produce OLV throughout the COVID-19 uncertainty
- Helped orchestrate Walmart’s first “Virtual Wellness Day,” a 72-hour experiential health event
- Contributed program management across record-setting 2020 Walmart flu shot campaign
- Managed a team of project managers across the multimillion-dollar, multi-channel Hewlett Packard Enterprise account
- Shepherded successful omnichannel campaign reimagining Folgers’ “The Best Part of Wakin’ Up Is Folgers in Your Cup” classic tagline
- Facilitated tapping into the LatinX community to drive brand growth for Bustelo Coffee

Fancy Pants Group

Executive Producer

02/2012 - 10/2016

- Built a team of producers and project managers to support production needs for L’Oréal USA, Saatchi LA, Undertone, and Team One

- Grew L'Oréal business by over 25% in under two years, innovating on new platforms
- Partnered with Google on establishing dynamic and programmatic industry best practices

R/GA

Senior Producer

08/2011 – 02/2012

- Led production for L'Oréal account, expanding social media marketing efforts

JWT

Senior Interactive Producer

03/2007 – 07/2011

- Managed a team of producers building online advertising campaigns and CRM work for Microsoft, Sunsilk, Smirnoff, Benadryl, Zyrtec, and Band-Aid Brand

Castlestone Management

Marketing Manager

09/2005 – 01/2007

- Oversaw budgeting and production of all international marketing materials

SME Branding

Project Management Director

08/2004 – 09/2005

- Managed profitability of creative teams

Editorial Assistant

Der Spiegel

12/2001 – 08/2004

- Liaised with German head office in maintaining regional consistency

Engel Brothers Media

Production Assistant

09/1999 – 11/2001

- Produced documentary specials for the Discovery Channel

Education

- University of Wales — *BA, Journalism, Film & Broadcasting*
- Cambridge University — *Postgraduate Program, International Business Practice*

Core Skills

- Strategic Project Leadership
- Cross-Functional Team Management
- Budget Oversight (\$30M+ Portfolios)
- Campaign Roadmap Development
- Client Engagement & Communication

Emerging Tech & Tools:

- Generative AI Integration (ChatGPT, Midjourney, Firefly, Flow)
- AI-assisted Production Workflows
- Agile & Hybrid Production Methodologies