

ANA RAAB

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CAREER ACCOMPLISHMENTS

- 12+ years experience in creative operations for agencies with up to six figures in annual revenue.
- Led a six-person team of designers, developers, and interns across 10-15 active projects to drive \$20K in monthly revenue from retained clients.
- Spearheaded the implementation of agile project management methods and high-touch client engagement techniques, resulting in a 100% retention rate YoY among agency's clients on retainer.
- Consistently close every project on time (or ahead of schedule!) and on budget.

PROFESSIONAL EXPERIENCE

Wildern Design & Interactive

Seattle, WA

Director, Creative Operations

2018 – Present

An award winning full-service creative agency with expertise in brand building and web design/development. With annual revenues of \$500K, clients include: Pike Place Market, Getty Images, Caffè Umbria, and Pinterest.

- Solely manage the resources, bandwidth, and workload of an internal team of six designers and developers through creative workflow optimization, resulting in a 15% increase in team productivity and representing \$45K in monthly revenue for the company.
- Serve as the primary point of contact for clients and successfully manage end-to-end creative projects, ensuring clear client communication, timely project delivery and exceeding client expectations.
- Proactively partner with Wildern co-founders to make key decisions related to company branding, staffing, workplace management, business strategy, and team culture resulting in low company attrition rates.

Seattle Central College

Seattle, WA

Graduate Student, Visual Media

2014 – 2016

A design and visual media program focused on advancing the careers of creative professionals.

- One of three students elected (out of 75) to executive produce the annual two-day graduation portfolio event. This entailed directing 72 classmates in concepting, designing, and developing all aspects of the event from branding and an interactive website to venue signage, marketing materials, social media, community outreach, digital displays, and day-of event production.

Focus Features

New York, NY

Manager, Marketing

2011 – 2014

Focus Features acquires and produces specialty films for the global marketplace, sharing diverse stories that inspire human connection. Focus Features is a part of NBCUniversal, which is a subsidiary of Comcast Corp.

- Partnered with external creative vendors to produce regional marketing campaigns, including print collateral, posters and out-of-home advertising for such films as “Dallas Buyers Club” and “Moonrise Kingdom” contributing to a combined \$100M box office revenue and three Academy Awards.
- Collaborated with cross-functional teams, including publicity, distribution, legal, and sales.
- Provided daily project updates, performance metrics, and post-project analyses to internal executives, external filmmakers, and stakeholders.

The Weinstein Company

New York, NY

Manager, Marketing

2007 – 2011

Independent film studio founded by Harvey and Bob Weinstein in New York. Known at its height for producing iconic arthouse hits such as “The King’s Speech,” “Django Unchained,” “The Artist,” and “The Iron Lady.”

- Worked closely with external creative vendors to establish creative direction, deliver assets, and relay art revisions for nationally released marketing campaign print assets.
- Rose from assistant to manager within three years by efficiently navigating challenging deadlines, and interfacing with high-profile personalities including filmmakers, executive producers and internal C-suite executives.

EDUCATION

Santa Clara University, Bachelor’s Degree in Communications

2003 – 2007

Seattle Central College, Associate’s Degree in Visual Media

2014 – 2016

SKILLS

Adobe Creative Suite | Figma | Mural | Sketch | Canva | Slack | Notion | Asana | Google Workspace | Later