

# ELLIE HARDY

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*I build world-class creative production organizations and the teams that run them.*

## WHAT I DO

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Build studios • Hire & develop teams • Design workflows • Manage budgets • Curate agency ecosystems • Lead people & production • Drive innovation

## TRACK RECORD

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### **Apple** • 2020–Present

*Managing Producer*

Lead studio team of designers, creative technologists, VFX artists, motion designers, and UX/UI supporting 700+ person organization across US and international offices. Manage team specializing in emerging tech and design including AI-assisted production workflows. Responsible for hiring, professional development, performance management, and building collaborative team culture.

### **R/GA** • 2017–2019

*Executive Production Director*

Built content studio from scratch—hired and managed 22+ producers and UX program managers (half embedded at Google driving global marketing launches). Responsible for team development, performance reviews, staffing decisions, and creating production culture. Served on senior leadership team for 100+ person office. Second-in-command to Managing Director for operations and financial targets. Helped win 4+ lines of new business in 2018 totaling \$4M+ in revenue.

### **Edelman** • 2015–2017

*EVP, Creative Production (promoted 2016)*

*SVP, Creative Production (2015)*

Promoted to EVP after building production capability and demonstrating leadership impact. Senior production leader for Western Region. Developed business plans and built studios in SF, Seattle, and LA from the ground up. Hired, trained, and managed production team—scaled from 2 producers to 5 producers and 5 in-house studio creatives (animators, editors, designers). Built

high-performing, collaborative team culture. Studio generated millions in organic growth and new revenue. Clients included Starbucks, HP, Adobe.

## Goodby Silverstein & Partners • 2007–2015

*Associate Partner & Director of Interactive Production (promoted 2012)*

*Executive Interactive Producer (promoted 2010)*

*Senior Interactive Producer (2007)*

Promoted from Senior Producer to Associate Partner—one of only 15 in the company to achieve this rank—through consistent leadership, team building, and business impact. Founded and led BETA Group, the agency's first creative technology and innovation team. Hired and scaled from 1 front-end developer to multidisciplinary team of developers, creative technologists, UX designers, art directors, and producers. BETA Group won new business and received industry awards. Led department of 20+ creative producers, artists, and technologists—responsible for hiring, mentoring, professional development, performance reviews, and creating supportive team culture with low attrition. Spearheaded formation of integrated production team with cross-training programs. 8+ years of award-winning multimillion-dollar campaigns for Apple, Adobe, Google products, Cheetos, Doritos, and Fortune 500 clients.

**Earlier:** Sephora.com (PM) • Walmart.com (Homepage Producer, 45M monthly visitors)

## WHAT MAKES ME DIFFERENT

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**People Leadership** I build high-performing teams people want to join. Known for mentoring, professional development, and creating collaborative cultures with low attrition. My network of production talent spans 15+ years across top agencies and companies.

**Builder Mentality** I've built 3 studios from scratch (R/GA, Edelman, GS&P BETA Group). I know how to hire the right people, design team structures, and create the foundation that scales.

**Strategic + Tactical** I operate at the leadership level (P&L, new business, operations) while staying connected to the work and the people doing it.

**Future-Focused** Currently leading Apple's emerging tech production. Founded GS&P's innovation lab. I help teams understand and adopt new technology while maintaining creative excellence.

## SELECT CLIENTS

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Apple • Google • Adobe • Airbnb • Slack • Starbucks • HP • eBay • Ubisoft •  
MasterClass • NBA • Cisco

## RECOGNITION

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Cannes Lions Bronze • D&AD Pencil • Clio Silver • One Club Merit • ProMaxx Games Awards

*Award-winning campaigns: Adobe Make the Cut, Ubisoft Alexios*

**Education:** University of Missouri-Columbia, Bachelor of Journalism