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ASHLEY HADEED

PRODUCTION | CREATIVE AND DESIGN OPERATIONS

Creative production and studio operations leader with 15+ years across agency and in-house teams, turning complex, multi-market campaigns into on-time, on-budget work. Built Capital One's first internal brand studio ($3M saved in three years), produced 360 go-to-market launches across 10+ markets, and launched Zapier's first Super Bowl commercial. Trusted partner to executives and marketing leads across financial services, tech, travel, and hospitality, with award-winning work and a record of using AI and systems to help lean teams do more.

EXPERIENCE

OnePay

Senior Design Producer — Nov 2023-Present

- Lead creative intake and resourcing for OnePay's internal creative studio- fielding a high volume of requests across a small and nimble creative team to produce design and creative assets to service the entire company
- Production lead for high visibility GTM campaigns from brief to launch. Working across a diverse group of cross functional stakeholders from marketing, product, legal and more to produce assets and activations quickly and at the highest creative output
- Drove production for OnePay's first brand campaign and first experiential event. A multi-city tour across Walmart locations with an accompany 360 campaign
- Built AI systems and processes to speed up project intake and drive the creation of better and more impactful briefs and project plans across the creative studio

Zapier

Head of Brand Studio Operations and Design Production — Aug 2021 – Nov 2023

- Owned production strategy and delivery for all brand campaigns, building the programs, DACIs, and schedules that align cross-functional teams and deliver on-time and on-budget across concurrent initiatives. Drove year-over-year growth in performance and impressions across brand-led campaigns
- Launched Zapier's first Super Bowl commercial and multiple net-new brand initiatives, including 360 campaigns and experiential activations, leading each from concept to execution; work recognized with Telly Awards (Gold and Silver)
- Ran all creative and design for ZapConnect, Zapier's annual user conference, coordinating design systems, web, and programming across internal teams and external partners
- Lead and mentor a team of producers and creatives plus a curated freelance and agency roster, managing capacity and prioritization across projects
- Scaled studio capacity with AI and self-serve templates, cutting recurring design requests; measured wins include $60K saved on YouTube thumbnail templates and 60 billable hours saved on campaign variations
- Implemented a digital asset management system to keep the brand consistent across a distributed, global team
- Pitched and built foundational brand asset libraries in direct partnership with senior leaders, executives, and the CEO

EXPERIENCE CONT.

Capital One

Executive Producer: Creative Card Integration and Partnerships Jan 2017 – May 2021

- Built and launched Capital One's first internal brand studio from the ground up, establishing company-wide creative intake and staffing a team of photographers, editors, animators, and producers
- Delivered $3M in cost savings over three years by pairing in-house studio capabilities with a personally curated roster of external partners, with no loss in creative quality
- Produced two major go-to-market launches as full 360 campaigns, the Venture X card and the Capital One Walmart Card, spanning photography, video, OOH, and web assets across 10+ markets and large-scale brand partnerships
- Partnered with marketing leadership to shape annual production plans and budgets as a trusted strategic advisor
- Led creative integration for major card partnerships, including Walmart, aligning Capital One and partner brand teams on creative direction and production across 10+ markets

Martin Agency

Post-Producer: Broadcast May 2014 – Jan 2017

- Executed award-winning global campaigns — spanning live-action, animation, finishing, and social — for brands including Discover, Oreo, Walmart, and GEICO
- Developed and maintained a roster of directors, animators, illustrators, editors, and production companies to match top creative talent to every project

Virginia Film Office

Film Office Intern Jan 2011 – Jan 2014

- Oversaw the development of large scale film projects in the State of Virginia, gained valuable experience in budget negotiations and vendor resourcing
- Worked directly with crew across various departments on-set from locations, art department and production

EDUCATION

Old Dominion University
B.S Communications

SKILLSET

Figma - Asana - Google Suite - AI Tools (Claude and Cursor) - DAM (Bynder, Brandfolder, AIR)

HONORS

Telly Award Gold
Zapier
"Magical life of Machines"
"Get A.I., Not AI"

Telly Award Silver
Zapier
"Zap for Zap"
"Enterprise Oracle"

Le Book Connections
Jury Panel
2019-2022