

ALEXA NASIEDLAK

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CREATIVE OPERATIONS LEADER • Production Systems, Workflow & Cross-Functional Coordination

SUMMARY

Creative operations professional who builds the systems, timelines, and relationships that keep fast-moving teams on track. Promoted four times in under three years at EXILE Edit — from client services into production, where I now independently manage editorial projects with budgets of \$100K+ and 150+ deliverables. Skilled at translating complexity into clear process, whether that's a production pipeline, a client program, or a content strategy.

EXPERIENCE

EXILE Edit — New York, NY

Associate Producer, Production Coordinator & Social Media Lead

Aug 2023 – Present

Promoted 4x: Client Services → Office Manager → Social Media Coordinator → Production Coordinator → Associate Producer

Production & Operations

- Track key milestones, approvals, and launch dates across every active NY production and most LA jobs — maintaining timeline visibility company-wide as Production Coordinator
- Independently manage select productions from kickoff through final delivery, owning agency and vendor relationships directly and full accountability for budgets of \$100K+ and 150+ deliverables
- Built and run the centralized tracking systems EPs use for project status, resourcing, and finances
- Own scheduling and timelines, and aid in resourcing for the company's bicoastal team alongside the production manager and EPs, including virtual edit sessions, travel logistics, and payroll deadlines
- Curate a vetted network of freelance editors and vendors, cutting time-to-staff on new projects

Content & Social

- Led the full redesign of EXILE's Instagram, growing followers 5K→7K (+40%) — building the content strategy from scratch and securing sign-off directly from company ownership
- Own EXILE's content pipeline end-to-end — planning, copywriting, publishing, and scheduling — reporting directly to leadership based in LA
- Manage relationships with high-profile editors and creative talent, balancing individual creative input with production timelines and deadlines
- Founded and run EXILE's first internal company newsletter

Client Services, Events & Leadership

- Promoted from Client Services Lead to Office Manager, then shifted the role into a delegated/managerial function as production responsibilities grew
- Planned and executed company events end-to-end — biannual team happy hours, internal holiday parties for 50+, and a client Thanksgiving party with a 150+ person guest list
- Created a receipt-intake process that tracked expenses against active jobs faster — ensuring billable costs weren't absorbed by the company — then handed the system off to the LA office
- Train and direct PAs day-to-day, assigning tasks and priorities; book PAs and freelancers as part of production coordination
- Helped build the client experience behind a 4x increase in repeat agency business since joining

Senior Sales Associate — Anthropologie, Rockefeller Center.

Aug 2022 – Sept 2024 · Part-time from Aug 2023

- Led floor operations in Anthropologie's flagship NYC store, driving daily sales through product expertise and personalized client recommendations in a fast-paced, high-volume environment serving 200+ shoppers per shift
- Coached and mentored new associates on customer engagement and brand standards while balancing staffing and merchandising priorities

EDUCATION

New York University — BS, Media, Culture, and Communications, Steinhardt School

Sept 2019 – May 2023

Minors in French Studies and History, College of Arts and Sciences

SKILLS

Project & Workflow Management: AirTable, Notion, FileMaker Pro, Excel

Core Skills: Cross-functional coordination, budget & timeline ownership, vendor management, client services, editorial content strategy

Languages: French — advanced, conversational | Minnesota Gold Seal of Biliteracy

CLIENTS

Chase · Amazon · Meta · Microsoft · Volkswagen · Neutrogena · Goodyear · Droga5 · BBH · Johannes Leonardo · Asha Banks

ACCOLADES

AICP Show · Cannes Grand Prix · D&AD Gold Pencil · Emmy, Oscar & Critics Choice Award nominations

INTERESTS

Seasonal playlists · Themed charcuterie boards · Cataloging favorite spots via Google Maps lists · Hunting for Facebook Marketplace finds