

# SHERIDAN TELFORD

+1 347-749-3393 | [sheridan.telford@gmail.com](mailto:sheridan.telford@gmail.com) | [Portfolio](#)

## PROFESSIONAL OVERVIEW

NY-based Creative Producer with 8+ years driving luxury fashion campaigns and managing production budgets to \$1M. Combines traditional production expertise with design fluency and emerging AI workflows to deliver platform-optimized creative across photo, video, and digital channels.

## WORK EXPERIENCE

**Creative Producer, Freelance | 2022–Present**

- Led end-to-end production strategy for global brands, overseeing multi-platform photo and video campaigns with budgets up to \$1M, delivering high-impact creative and measurable ROI.
- Drive pre-production logistics including casting, location scouting and permitting, travel coordination, and vendor sourcing, identifying cost-saving alternatives without compromising creative quality
- Troubleshoot production challenges in real-time, pivoting quickly on location changes, weather delays, and talent scheduling to keep projects on track without budget overages
- Implement AI-assisted workflows for data organization and production documentation, cutting administrative time by 35% and improving accuracy of budgets and schedules
- Oversee post-production workflows including image selection, retouching coordination, and digital asset delivery to client specifications

**Production Manager, Freelance | 2019–Present**

Support still + motion productions in fashion, beauty, lifestyle, and live events for production companies

**Junior Producer (Contract), Art + Commerce | July 2023–November 2023**

Managed comprehensive pre-production logistics for commercial photography campaigns, working directly with Senior Photography Agent to execute bookings and negotiate talent usage rights.

- Coordinated all production elements: casting, location permitting, travel arrangements, vendor contracts, and budget reconciliation
- Oversaw post-production workflows including image selection, digital asset organization, and timely delivery to clients

**Production Coordinator (Contract), Hodinkee | January 2023–May 2023**

Produced photo and video shoots for brand partnership content and Hodinkee Magazine editorial.

- Managed all production phases from prep through post: budget tracking, timeline management, vendor coordination, and contract negotiations
- Assisted Visuals Editor with retouching coordination and magazine layout finalization

**Studio Manager + Producer, Gerard & Kelly Studio | January 2018–October 2022**

Managed studio operations and produced dance and film projects for acclaimed contemporary art duo, overseeing presentations at MOCA, The Getty, Centre Pompidou, and Palais de Tokyo.

- Facilitated contract negotiations and led acquisitions of artworks for major museums and private collectors
- Produced two feature-length films ("Bright Hours" and "Panorama") in collaboration with Harbor Picture Company, managing budgets, crew coordination, and post-production schedules
- Coordinated complex live performance logistics including technical specifications, venue relations, and artist collaboration across domestic and international venues

**Associate Producer, Performa Biennial | 2019–2021**

Led production of live performance art for distinguished biennial events, collaborating with artists, curators, and technical teams to execute creative visions for 2019 and 2021 biennials.

**Production Assistant, Freelance | 2017–2019**

Supported still and motion shoots across fashion, beauty, and commercial categories.

**Photography Assistant, Freelance | 2016–2021**

Assisted photographers on set with lighting setups, equipment troubleshooting, and Capture One workflow management.

**EDUCATION**

BFA Photography, Parsons School of Design

**TECHNICAL CAPABILITIES**

**Production:** Google Suite, Excel, Wrapbook, Showbiz Budgeting, Notion, Capture One, Photoshop, Illustrator, InDesign

**Design & Development:** Figma, Webflow, Framer, Shopify (Liquid templating), SketchUp, HTML/CSS, Basic JavaScript

**AI-Assisted Workflows:** Claude/ChatGPT for data organization, production documentation, and schedule mapping; automated batch processing for organizing location scout images into presentation decks; AI-powered spreadsheet analysis, streamlining vendor database management and contract templating

# SHERIDAN TELFORD

+1 347-749-3393 | [sheridan.telford@gmail.com](mailto:sheridan.telford@gmail.com) | [Portfolio](#)

## SELECTED FREELANCE WORK

### PRODN

M le Monde | Karim Sadli  
Hermès Sellier SS24 | Craig McDean  
Zara Women with Irina Shayk | Dan Jackson  
Harper's Bazaar Italia | Dan Jackson  
British Vogue Sept 2023 | Rafael Pavarotti  
Fendi Campaign FW23  
Dior with Jennifer Lawrence | Dan Jackson  
Hugo Boss | Craig McDean  
Omega | Craig McDean  
Estee Lauder | Cass Bird

### FARAGO PROJECTS

Tory Burch | Jamie Hawksworth

### PARTNER FILMS

Prada LG25 Campaign | Yargos Lanthimos  
Khaite | Theo Wenner  
Gabriela Hearst | Theo Wenner

### PICTURE FARM

JCPenny x Ashley Graham Campaign Trailer

### BLOCK PRODUCTIONS

Victoria Beckham Beauty  
Dior  
Dôen

### KCD

Coach  
Ulla Johnson  
Uniqlo  
Apple

### HARBINGER

Telfar  
Private Policy  
Linda Farrow

### CAVA

More Mediterranean x David Brandon Geeting  
Cava x Gabby Thomas

### PACKOUZ

Benjamin Moore

### DAY ONE STUDIO

Carolina Herrera

### LOLA

Nike AJ4