

BRADY SCHWEITZER

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EXPERIENCE

Michael Kors 2021-2023

Director of Production & Casting- Consultant, New York, November 2021-May 2023

- Acted as the in-house Shoot Production/ Casting Director on a contract basis.
- Produced all seasonal photoshoots, on-figure & still life- building budgets, holding teams, creating shotlists and monitoring the post-production timeline to ensure prompt final asset delivery dates.
- Led casting initiatives for all photoshoots and events- selecting talent, negotiating rates and drafting contracts all while cultivating lasting relationships with agencies.
- A leader in exploring new talent, discovering fresh faces locally and internationally for various projects.
- Managed the overall departmental photoshoot budget including any international and licensee rebills.

Calvin Klein 2007-2020

Fashion Director- Asia Pacific, Hong Kong, China, May 2016-January 2020

- Produced all seasonal Asia-specific advertising campaigns following the overall message from the global team in New York; injecting local talent, product and themes to appeal to the Asian customer.
- Acted as the main fashion creative contact for Calvin Klein throughout the Asia Pacific region.
- Implemented a strong seasonal global brand message throughout all local creative initiatives.
- Led seasonal press presentations for all the regions- production, casting, styling, hair/makeup direction.
- Collaborated closely with the designers and merchants incorporating key items into looks each season.
- Responsible for all model & talent casting for photo shoots, e-commerce and special events in the region.
- Identified key Asian celebrities and influencers to create partnerships with the brand.
- Styled men's & women's e-commerce PDP and editorial landing pages for all of Asia's CK websites.
- Worked with third party e-commerce accounts to reflect the Calvin Klein aesthetic in all photo shoots.
- A creative leader for Asia's social media shoots- working on set in a fast-paced environment.

Fashion Manager, New York, October 2010-May 2016

- A leader in the re-launch of the US website- merging Calvin Klein Collection, Calvin Klein US sportswear, Calvin Klein Jeans, Calvin Klein Underwear and Calvin Klein Home into one cohesive site.
- Assisted in production, styling, casting, art direction, and overall concept of the calvinklein.com website.
- Styled all men's & women's e-commerce PDP, editorial landing pages and retail seasonal lookbooks.
- Led the team in expanding our e-commerce businesses internationally to Europe, Asia and South America.
- Launched new seasonal campaigns for US retail outlets and specialty accessories stores.
- Made all final image selects as well as provided comments regarding the re-touching process.
- Selected talent and provided styling direction for all e-commerce/retail related projects.
- Helped with special projects as needed including runway shows, press presentations and special events.

Global Design Studio Coordinator, New York, August 2007-October 2010

- Acted as executive assistant to both the Director of Men's and Women's Asia/Europe design, as well as periodically assisted the Global Creative Director.
- Coordinated all meetings with design staff, other departments and international licensees through managing the team calendar.
- Oversaw the yearly departmental budget- travel arrangements/expense reports for entire design staff.

Freelance/Contract 2020-2023

Photobomb Production- *Senior Creative Producer*, New York, 2023

Chrome Horse Tequila- *Brand Consultant*, New York, 2023

Rent the Runway- *Fashion Stylist*, New York, 2021-2022

Amazon & Zappos- *Fashion Stylist*, New York, 2020-2021

Estilo Emporio- *Creative Fashion Consultant*, Sydney, Australia, 2020

Abercrombie & Fitch 2006-2007

Creative Recruiting Coordinator, New York, January 2006-August 2007

- Actively recruited new creative talent to join the corporate design and merchandising teams.
- Planned/organized travel, meetings and events for candidates visiting the home office for interviews.

DKNY 2004

Public Relations Internship, New York, May 2004-August 2004

- Worked in partnership with magazines/publicists to promote the DKNY brand through photo shoots and events.

EDUCATION

Siena College, Loudonville, NY

Bachelor of Science in Marketing

COMPUTER SKILLS

Microsoft Office- Word, Excel, Powerpoint, Outlook, Teams; Adobe Acrobat, Photoshop; Zoom, Slack; Mac/PC, Social Media