

ASHER LEWIS

PRODUCER

PROFESSIONAL SUMMARY

A creative professional with nearly twenty years of experience delivering marketing and entertainment assets across broadcast, digital, and social media. I have led creative, managed multi-disciplinary teams, executed as a producer and editor, with experience across the entire pipeline from development to delivery.

AREAS OF EXPERTISE

PROFESSIONAL SKILLS

Development • Production • Post Production • Pipeline Management • Project Management • Story Editing • Strategy • Team Leading • Team Management • Workflow Building

TECHNICAL SKILLS

Avid Media Composer • Adobe Premiere Pro • Adobe Audition • Adobe InDesign • Google Workspace • Microsoft Office • Project Management Software • Mac • Windows

PROFESSIONAL EXPERIENCE

LEAD CREATIVE

MARVEL STUDIOS • Burbank, California - United States • 2021 - 2025

Creative and cross-departmental lead across the production of X-MEN '97 through series 1 - 3.

- Worked with writers to enhance dialogue and shape story structures
- Directed voice talent, loop group, and worked with post-departments including colour, composers (The Newton Bros), and mix (Skywalker Sound)
- Interfaced with Avid and software developers & vendors to identify, troubleshoot, and deliver series specific software and resource requirements
- Working with department heads, developed, sourced, and implemented an inter-departmental project assignment and task tracking infrastructure through Airtable
- Worked with VP of Development to produce presentations of the development slate

CREATIVE PRODUCER

CXOTalk • Remote • 2019 - 2023

Producer and consultant to the social media platform from Michael Krigsman (the globally recognised analyst, strategic advisor, and industry commentator) featuring interviews with almost 1,000 business leaders, technologists, and academics.

- Consulted on the strategic approach and focus to broaden the brand and its reach across social platforms
- Responsible in establishing a media structural template for all content
- Developed and produced an expanded slate of media offerings and additional titles
- Refined workflow and post-production pipelines across international teams

SENIOR PRODUCER & EDITOR

HULU • Santa Monica, California - United States • 2019

Led creative for Hulu's in-house agency, developing, producing, and delivering trailers, promos, product educational, and campaigns for the streamer.

- Developed, produced, and edited numerous campaigns, promos, and trailers for titles across Hulu's library of original and acquired content for social media and on the platform
- Managed multiple teams of editors, assistant editors, copywriters, and graphic artists across departments
- Working with the filmmakers, produced the trailer of WOUNDS for Hulu
- Designed and presented strategy deck for the creative directors to maximise the platforms' resources, assets and opportunities
- Assisted the team with editorial responsibilities as required and when team bandwidth was at capacity

CREATIVE PRODUCER

HORNET • West Hollywood, California - United States • 2019 - 2021

Led a comprehensive media and brand identity refresh for the company and its mobile application - enhancing visual consistency, brand recognition, and market positioning.

- Creative Lead across media and brand refresh for the app and its communications and marketing
- Consulted on copy, media approach, and direction for the content development teams
- Developed strategy to reposition Hornet within the app stores

CREATIVE PRODUCER

K-LAB DIGITAL • Remote • 2020

During the height of the pandemic, tasked with creating two social media series for Freeform - from development, pitching, through to production and delivery.

- Developed, pitched, and produced two series to Freeform Digital (Disney)
- Worked with line producer building production budgets and schedules
- Led entirely remote workflows for pandemic-based production and post
- Directly managed editorial teams and graphic artists

CREATIVE PRODUCER / EDITOR

PILOT CONTENT • Los Angeles, California - United States • Freelance

Produced multi-platform content and campaigns across broadcast, digital, social media, and upfront presentations for some of the largest entertainment studios and brands in America.

- Upfront presentations for the Warner Bros. Television portfolio of shows including AGENT X, BACKPACKERS, PERCEPTION, PROOF, and PUBLIC MORALS
- Spearheaded co-branding social media mini-series with NBC

PRODUCER / EDITOR

WEBER SHANDWICK • Los Angeles, California - United States • Freelance

Creative responsibility for national commercials and activations of two of the largest and most recognised brands.

Clients: Chevrolet (GM), Carl's Jr. / Hardee's

- Tasked with the media activation and national commercial for the brand new Chevrolet Volt electric vehicle
- Post production lead on the now infamous campaign for the Texas Toast Bacon Cheese Thickburger from Carl's Jr. / Hardee's

CREATIVE PRODUCER / EDITOR

PIVOT • PARTICIPANT MEDIA • Beverly Hills, California - United States • Freelance

Working alongside the Creative Director & SVP of Creative for Pivot, the television network from Participant Media, helped build the brand template for promos and trailers across the network's slate of films and shows.

- Developed cohesive network brand identity across original and acquired content
- Responsible for promos, trailers, and versioning for the channel and social media platforms
- Integrated production and processes across interdepartmental teams

HONOURS

The Telly Awards
Winner

The Telly Awards
Winner

The Webby Awards
Winner

The Webby Awards
Honoree

The Webby Awards
Nominated

Shorty Awards
Winner

Shorty Awards
Winner

The Gotham Awards
Nominated