MAGGY LYNCH-HARTLEY

Senior Photo + Art Producer

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SUMMARY

Multi-award-winning Senior Photo and Art Producer with 23+ years leading original photography and artist commissions from ideation through final delivery. My work spans stills and motion across print, digital, social, OOH, and broadcast for global brands, shot on location around the world. I'm the calm in the chaos, finding smart solutions that **protect the creative** while keeping budget and timeline on track, and having fun along the way.

A deep love of art, photography, design, and visual storytelling shapes how I produce. I bring a strong creative eye, an extensive global network of artists and production partners, and a reputation for being resourceful, collaborative, and organized. I feel lucky to do work I love every day.

EXPERIENCE

Executive Art / Photo Producer & Consultant — Freelance

Chicago, LA, New York, Remote | 2022–Present

- Partner with Area 23, Abelson Taylor, Aisle Rocket, DDB, Havas, Saatchi, and Highdive on photography, artist commissions, and integrated production for all media, owning bids, budgets, and change orders through final delivery.
- Lead productions globally in Spain Italy. Iceland and Thailand.
- Consult directly with Bay Area based tech companies including Box, Google, Toaster, and Sierra.ai to build content libraries and content forecasting across all media.
- Build production strategies before the path is obvious: staffing, vendor and crew curation, ballparks and cost forecasting, and hands-on oversight for stretched in-house teams.

Executive Integrated Content Producer — Ogilvy

Chicago, IL | 2017–2022

- Served as Executive Producer on Sargento and Tyson, leading producers across all mediums; co-managed the department with two other EPs.
- Produced work for SC Johnson including KIWI “Portraits Completed,” an AR portrait campaign honored at Cannes Lions, The One Show (Bronze Pencil), the Clios, and Communication Arts.
- Directed content spanning AI, animation, AR, broadcast, and social for City of Chicago, CFA Institute, Joffrey Ballet, Kimberly-Clark, and SC Johnson, with budgets up to $5M.
- Built performance management for the producer team, including career development planning and new-hire onboarding.

Senior Art / Content Producer — mcgarrybowen

Chicago, IL | 2016–2017

- Created the agency's first hybrid producer role, running integrated campaigns (TV, print, online, and social) end to end for Anthem, Blue Cross Blue Shield, Brita, and Lunchables.

Senior Integrated Producer — Marcus Thomas / Independent Consultant

Multiple U.S. Cities | 2012–2016

- Produced live action and animation for broadcast and online for GE, Nestlé, Akron Children's Hospital, and Ohio Lottery; sourced and managed vendor and talent rosters across every production discipline**.**

Producer — Droga5

New York, NY | 2011–2012

- Led art, print, and experiential production for Hennessy's "Wild Rabbit" rebrand, including celebrity shoots with Martin Scorsese, Manny Pacquiao, and Erykah Badu; produced simultaneous PUMA shoots with Sergio Agüero and Cesc Fàbregas.

Art Producer — Young & Rubicam

New York, NY | 2008–2010

- Managed large-scale photo shoots across Asia, Europe, and South America (up to $500K); produced celebrity campaigns with Heidi Klum, Ciara, Victoria Beckham, and Eva Longoria for LG Mobile.

Senior Art Producer — Butler, Shine, Stern & Partners

San Francisco, CA | 2006–2008

- Managed large-scale photo shoots in Europe and the U.S. for MINI Cooper and Global MINI, including the launch of the MINI Clubman.
- Produced celebrity campaigns with Dwyane Wade for Converse and William Shatner for Priceline.

Earlier Roles

- Art Buyer / Digital Art Buyer roles at Ogilvy Chicago, Ogilvy San Francisco, Ogilvy One Worldwide, and DraftFCB (2002–2008).

AWARDS + RECOGNITION

- Honors & Awards: Cannes Lions, The One Show, D&AD, Clios, ANDYs, Effies, Gerety Awards.
- Highlights: 2023 Gerety ("The Ripple Effect," City of Chicago / Havas)
- 2019 One Show (Print Craft)
- 2018 Cannes Lions GRAND PRIX ("ALI" and KIWI "Portraits Completed," SC Johnson)
- 2018 One Show Bronze Pencil + Merit (KIWI) • 2017 Clio + Communication Arts (KIWI).
- Features & Judging: Portfolio reviewer for AtEdge and Workbook; work featured in Photo District News (PDN) and Communication Arts. Most recently consulting photographers for Workbook in October 2026.

TOOLS + EDUCATION

Tools: Adobe Creative Suite, Frame.io, Figma, Keynote, Asana, Google Workspace, Microsoft 365, Slack, Zoom

Education: BA in Sociology, University of Toledo, Dean's List, Honors College.

100% Self-financed college tuition, expenses and boarding.