

Lilli Schestag

SKILLS

- Leader in implementing digital asset management programs from the ground up.
- Entrepreneurial spirit and passion for building cutting edge digital collections and systems while growing the talent to manage them effectively.
- Change agent who works to bring innovative workflows to business partners with the use of new technologies.
- I love metadata!

Software & Systems:

Adobe Creative Cloud, MS Office, Capture One Pro, Webdam, OpenText DAM, Artesia DAM, RFID Solutions, Aspera, Workfront, ProofHQ, JIRA, SAP, Oracle, Ariba, FileMaker Pro, Box, OneDrive

EXPERIENCE

Gap, New York

June 2017 – Present

Senior Digital/Creative Asset Manager

- Implemented and lead Gap's Asset Management Program. Administer DAM platform for Gap's Global Marketing Department and external vendors.
- Manage the creative production workflow and asset delivery for all images, videos, graphics, social media files, studio print mechanicals, and online layouts. Traffic all assets and drive timelines.
- Supervise Creative Asset Manager who is responsible for all print retouching requests.
- Partner with global teams in Marketing, PR, Social Media, Gap.com, Creative Agencies, Retouchers, Studio, Production, and Print Vendors. Source and train new employees or vendors on process. Created and maintain all workflow documents to instruct on each process.
- Created and maintain photo shoot directions used for all Gap Campaigns and Marketing shoots. Provide guidance and advice needed on set for digital techs. Manage workflow for 70+ photo shoots a year.
- Implemented new streamlined process for tracking campaigns and retouching projects in project management system.
- Partner with Online Production Team to manage digital retouching requests. Created and implemented new workflow for digital mark-ups.

- Created and maintain a taxonomy, metadata schema, file naming conventions, and usage rights information.
- Onboard and train 1,000+ users in North America, Central/South America, Europe, Middle East, and Asia.
- Manage budget for Marketing tech applications and retouching.
- Lead the ingestion of content from legacy systems onto new DAM.
- Implemented and administer font management system for Global Marketing users.

Ralph Lauren, New York

March 2010 – June 2017

Director, Digital Operations & Asset Management

- Implemented and administered enterprise wide DAM containing seven million assets preserving the identity of all Ralph Lauren brands including Club Monaco.
- Supervised a team of four full-time digital asset managers and photographers. Supervised 25+ people during project build.
- Led all dev and pre-prod testing for enhancements and bug fixes. Reported and tracked all tickets. Validated production environment after releases.
- Partnered with global teams in IT, Advertising, Marketing, PR, Social Media, E-commerce, Design, Creative Services, as well as external retouching vendors.
- Onboarded and trained users in New York, Europe, and Asia.
- Managed budget for photo studio and digitization.
- Executed a roadmap plan for migrating 15 legacy systems and offline content into DAM.
- Presented project goals to vendors and executive stakeholders. Crafted RFP. Worked on discovery with invested business partners and defined the scope of work. Led testing effort and go-live strategy.
- Led the successful migration and sunset of two legacy systems onto new enterprise platform.
- Created and maintained a taxonomy, metadata schema, and usage rights information to serve growing user community.

Library Manager

- Administered DAM site containing physical and digital assets.
- Developed and executed a solution for tracking Ralph Lauren's design samples and vintage collection using RFID.

- Established documents and implemented policies and procedures for RFID, digital imaging, and metadata.
- Partnered with IT to define the project scope and future enhancements to the site. Led QA effort and worked closely with offshore to resolve bug fixes.
- Photographed, catalogued, and encoded physical RFID assets building the collection to 50 times its original size in two years.
- Recruited and supervised a team of 20+ freelance photographers and cataloguers to facilitate the digitization workflow.
- Managed budget for staffing and digitization.

Brooklyn Museum, New York
June 2008 – June 2009

IMLS Library & Archive Fellow

- Catalogued new assets for the permanent collection.
- Worked on cross checking records for the implementation of a shared service database between Brooklyn Museum, The Frick Collection, and MoMA.
- Organized events and outreach programs to build user community.
- Worked at the reference desk answering research questions and recommending books in the collection.

McGraw-Hill Companies, New York
January – August 2008

Corporate Communications Assistant

- Compiled daily press and competitor information newsletter using LexisNexis.

Museum of Outdoor Arts, Colorado
May 2006-January 2008

Project Manager

- Organized and executed quarterly special exhibitions working closely with the artists to curate and install their work.
- Managed a budget to curate and purchase new large scale pieces of outdoor sculpture for the permanent collection.

Art Fund, London, England
September 2005 - April 2006

Events Assistant

- Organized and executed weekly lecture series with leading art historians.
- Administered ticket sales.

EDUCATION

Pratt Institute 2009
M.S. Library and Information Science
Museum Libraries Certificate
Archives Certificate

Washington College 2005
B.A. Humanities, Magna Cum Laude
Concentration: Art History and German

University of Delaware London Centre 2003
Study Abroad

AWARDS/ RECOGNITION

Beta Phi Mu Honor Society 2009
IMLS MLEAD Grant 2008–2009
Norman James Humanities Award 2005
Honors on Undergraduate Thesis 2005
Departmental Honors in Humanities 2005
Douglass Cater Society of Junior Fellows 2004–2005
Dean's List, Washington College 2001–2005

INTERESTS

Travel
Libraries
Thrifting & Antiquing
Art History
Cooking
Swimming
Cats