

ASHLEY ROSSE

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PROFESSIONAL SUMMARY

Project Manager & Creative Producer with 17+ years of experience in animation, project management, full-scale productions, and digital content. Skilled at optimising workflows, managing international teams, and maintaining smooth production across media projects. Proven ability to minimise inefficiencies, maximise budgets, and deliver high-impact creative content.

SKILLS:

Technical Proficiencies: Microsoft Office Suite, Google Drive & Suite, Airtable, ClickUp, Monday, Xero, Slack, Adobe Creative Suite, AVID Suite, DaVinci Resolve, Aspera, Canon EOS Rebel T3, 7D & C100, Basecamp, AI Tools, Descript, Happy Scribe, Streamlit, Gemini, Chat GPT, and Troubleshooting

Project Management: Budget Monitoring & Optimisation, Workflow & Pipeline Improvements, Task Tracking from Inception to Completion, Multi-Project Coordination, Team Leadership, Contract Negotiation, Delivery Management, Archiving, and Freelance Management

Creative Skills: Location Scouting, Talent Coordination, Videography, Lighting, Directing, Video Editing, Post-Production, and Quality Control for Video and Print Production, Script-to-Scene Translation, Visual Storyboarding, Scene Conceptualisation, Prompt Writing, Video & Image Generation

Core Competencies: Time Management and Scheduling, High Attention to Detail and Organisational Skills, Strategic Problem-Solving and Troubleshooting, Strong Verbal and Written Communication skills, Remote Collaboration, Client Communication, Data-Driven Decision-Making for Process Improvements

EXPERIENCE

SPUD GUN STUDIOS / MASHED (YOUTUBE)

PRODUCTION COORDINATOR, July 2025 - Present, UK, Remote, Freelance, Part Time

- Keep Master Archive Documents up to date, and monitor file organisation.
- Track progress on individual projects and communicate with international animators in order to keep the project on track.
- Create new shot tracking sheets in Google Sheets, which allow for checking in quickly and efficiently due to the part-time nature of the work.

MESSAGE HEARD

PRODUCTION COORDINATOR & VISUAL STORYTELLER, June 2025 - Present, UK, Remote, Freelance, Full Time

- Optimised an AI-driven video production workflow, integrating traditional animation techniques to enhance visual storytelling.
- Create and maintain episodic pipelines, schedules, shot tracking systems, and asset databases in Airtable to streamline project management.
- Wrote AI generative prompts from client scripts and produced image-to-video sequences using proprietary tools.
- Collaborated directly with clients and cross-functional teams to deliver high-quality products and proofs of concept on time.
- Implemented Airtable company-wide, designing databases for Cash Flow, Sales Pipeline, and project management, and facilitated the transition from ClickUp to a more efficient Airtable-based workflow.

SPUD GUN STUDIOS / MASHED (YOUTUBE) / THE CONNECTED SET

PRODUCTION COORDINATOR, May 2024 – December 2024, UK, Remote, 7mo Contract

- Introduced Airtable as a Project Management tool and optimised project tracking, improving team communication and reducing delays by 20%.
- Designed and introduced Airtable interfaces for budgetary and contractual statistics, streamlining financial reporting and reducing administrative task time by 30%.
- Developed an automated payment calculation system for international freelancers, minimising errors and saving 15+ hours per project cycle.
- Managed a diverse team of global freelance animators, overseeing resource allocation and workflow optimisation across multiple concurrent projects.
- Established weekly team meetings to enhance collaboration in assigning animation shots and streamline workflows. Supported quality control by organising feedback, ensuring thorough reviews and optimising multi-project tracking to consistently deliver high-quality content on time.
- Maintained consistent communication with clients and executive producers, providing updates and gathering feedback throughout the project life cycle.

ANIME LIMITED

PRODUCTION ASSISTANT, February 2021 – April 2024, Glasgow, Scotland

- Managed individual titles as Product Manager, overseeing production and distribution.
- Implemented Airtable processes for project tracking, improving communication, visibility, and accountability across all projects, reducing administrative workload by 25%.
- Optimised design brief creation to maintain adherence to specifications, resulting in high-quality final products and reduced production costs by sourcing competitive quotes from manufacturers and generating comprehensive cost of goods reports.
- Conducted rigorous quality control checks on approval and print files, including proofreading articles and translations, ensuring error-free and high-standard releases.
- Enhanced administrative processes by managing purchase orders, retail documentation, file deliveries, and stock maintenance, guaranteeing the timely and accurate completion of all paperwork.

FUNIMATION (NOW CRUNCHYROLL)

PRODUCER & DIRECTOR OF SPECIAL FEATURES, June 2012 – August 7, 2020, Flower Mound, Texas

Producer, Director, Director of Photography, & Editor for Special Features

- Launched and developed the Special Features Department, establishing workflows and processes to support high-profile brands such as Dragon Ball Z, Fairy Tail, Attack on Titan, and My Hero Academia. Successfully delivered original content on time by driving efficient end-to-end production cycles while maintaining strict brand standards.
- Collaborated with marketing and production teams to deliver consistent brand voices for each title, and continually improved the quality and quantity of branded video content.
- Led content creation from research through to final delivery and oversaw all aspects of production, including schedule management, film shoots, location scouting, lighting, camera operation, talent direction, and editing. Delivered polished content to Home Video and Digital departments on time, every time.
- Improved operational efficiency by managing and organising materials for contract editors, maintaining active and archived files for hundreds of properties, and ensuring seamless access to production assets across teams.
- Acted as liaison between internal creative teams and external stakeholders to ensure project expectations were aligned and timelines were maintained.

VIDEO EDITOR, October 2009 – June 2012, Flower Mound, Texas

- Processed and delivered materials for hundreds of properties, providing seamless access to digital assets across teams.
- Aligned English credits with the Japanese version using Adobe After Effects, facilitating consistent and accurate final English language versions for timely delivery.

- Ensured high-quality video content by performing thorough quality control on initial materials and promptly addressing any required corrections.
- Organised and maintained archive spreadsheets and the digital tape library, efficiently tracking additional materials received from Japan. Optimised production timelines by overseeing and managing the production schedule effectively.
- Developed a specialised process for creating supertitles to enhance content presentation and improve the viewing experience.
- <http://www.animenewsnetwork.com/encyclopedia/people.php?id=86012>

EDUCATION

UNIVERSITY OF NORTH TEXAS, DENTON TEXAS

Bachelor of Arts | August 2002-December 2007

Major in Radio, Television, and Film | Minor in Music

ADDITIONAL: <http://www.imdb.com/name/nm3117513/>

WEBSITE / PORTFOLIO: <https://ashleyrosse.wixsite.com/ashworks>