

# BELLA WEINSTEIN

BELLAWEINSTEIN@GMAIL.COM  
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HANDYMAAMGOODS.COM

Creative producer with 12 years of startup experience and 7 years in film & stills production.

Trainer and mentor across multiple disciplines. Establishes relationships with Fortune 500 clients, yielding steady referrals due to outstanding service and follow-through. Experienced in film and stills production on the client, agency, and production side. Creative professional with a track record of success in creative direction, production, and DTC marketing.

CREATIVE DIRECTION • PRODUCTION DESIGN • BRAND MGMT

## HIGHLIGHTS

Launched a successful women's workwear startup, averaging 82% YoY revenue growth over 8 years.

Started a studio rental space business, yielding 100+ regular photography and stylist clients.

Worked on 80+ Commercials as Production Designer, Prop Stylist, or Set Dresser.

Established high-profile customers such as Google, Nike, CarMax, ESPN, iHome, Ritz, Geico, and VCU Health.

Trained and mentored 40+ people, managed two startups, and oversaw purchasing budgets up to \$200k.

## EXPERIENCE

### 2016 – Present

#### Freelance Creative Producer, Production Designer & Prop Stylist

- Deliver advertising and film production services to local and national businesses.
- Oversee brand development and marketing strategy across a diverse range of industries.
- Provide pre-production services, on-set styling, and production design.

### 2013 – 2022

#### Founder & CEO | Handyma'am Goods

- Launched and managed a sustainability-focused, values-driven, direct-to-consumer women's apparel brand.
- Managed all aspects of the business including marketing strategy, product design, sourcing, P&L management, shipping, manufacturing, and event planning. Produced and styled all studio and editorial content.
- Designed a core line of 10 original clothing designs and collaborated with artists on new products.
- Developed thousands of customer relationships and grew an engaged community on social media.
- Launched new features and cross-promoted with other creatives as a facet of marketing strategy.

### 2019 – 2021

#### Co-Founder | Focal Point Space

- Co-founded a studio rental space for emerging local artists and photographers.
- Booked 100+ regular clients, managed the studio calendar, and maintained the studio space.

### 2005 – 2017

#### Stylist & Educator in the Personal Care Industry

- Managed a salon with up to 15 stylists. Worked as a hairstylist and trainer in San Francisco CA, Brooklyn NY, and Richmond VA, developing a full book of business in each locale.
- Served as the "In-Salon Educator," traveling to top-tier classes and bringing best practices back to the salon.

## SKILLS

- Team Leadership
- Operations Mgmt.
- Supplier Negotiation
- Pre-Production
- Shot List Mgmt.
- Film & Stills Production
- Art Direction
- Strategic Planning
- P&L / Budget Mgmt.
- Brand Strategy
- e-Commerce
- Social Media Marketing
- Sourcing & Purchasing
- Client Relations
- Set Design & Interiors

## REFERENCES

### Melanie Cox

Executive Producer & Founder  
spangtv.com  
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### Jordan Rodericks

Director & Photographer  
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### Farrah Fox

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### Kate Thompson

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