

# LEANNA MICHAELA OVERBECK

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*Based in New York*

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## WORK EXPERIENCE

### **Freelance Creative Producer (August 2025 - Present)**

- Freelance creative producer specializing in photography, film, fashion, and art direction
- Clients include: Dexcom, HBO, Last Week Tonight, Netflix, People We Meet On Vacation, Pix Producers
- Coordinate all logistical aspects of production, including scheduling, location scouting, permitting, transportation, and equipment rentals
- Manage production budgets, track expenses, and negotiate vendor rates to ensure projects stay on time and within scope
- Develop detailed call sheets, shot lists, and production timelines to streamline communication and workflow across teams
- Oversee and coordinate production from concept development to on-set management and post-production delivery
- Direct creative campaigns, editorials, and branded content
- Collaborate closely with photographers, stylists, designers, and clients to bring cohesive visual narratives to life
- Assist on external productions, providing hands-on support in set coordination, styling, and creative development
- Combine artistic vision with organizational precision to deliver meaningful, high-impact visual experiences

### **Morgane Le Fay - Luxury Stylist and Client Advisor (January 2026 - Present)**

- Deliver elevated client experiences aligned with luxury brand standards, building long-term client relationships through personalized styling, follow-ups, and clientele management
- Demonstrate in-depth knowledge of collections, craftsmanship, fabrics, fit, and brand history to guide clients through informed purchasing decisions
- Execute in-store sales, phone sales, custom orders, alterations coordination, and shipment tracking
- Coordinated outbound client shipments, including packing garments to luxury standards, tracking deliveries, and conducting post-delivery follow-ups
- Maintain visual merchandising standards across the sales floor, windows, stockroom, and fitting rooms to reflect brand aesthetic and sensory experience
- Collaborate closely with team members to ensure seamless service and communication on the floor
- Manage client data, mailing list enrollment, and post-purchase outreach to support business and VIP relationships
- Upheld brand appearance standards and professional etiquette to serve as a direct extension of the brand's image and values

### **Mark Seliger Studio - Production Coordinator & Executive Assistant (January 2025 - December 2025)**

- Supported the Executive Producer & Creative Producer in all production duties and daily studio operations
- Coordinated with clients on productions for: Armani Beauty, Barbra Streisand, Disney, Flaunt Magazine, Freeform, FX Networks, GQ, Hulu, Idina Menzel, Kiehl's, Lenny Kravitz, Liza Minelli, Matthew Broderick, Nathan Lane, Netflix, New York Health Festivals, New York Magazine, Numéro Netherlands, RINVOQ, RRL, Ryan Murphy, Sarah Jessica-Parker, Sydney Sweeney, Sony Pictures Entertainment Group, The New Yorker, Uma Thurman, Vogue Philippines, Whoopi Goldberg, Zac Posen, Mark Seliger's personal projects, etc.
- Managed all call sheets, budgets, communication with agencies, vendors, and artists
- Developed storyboards and visual concepts to support creative direction across shoots
- Conducted comprehensive creative research and pitched productions to Seliger Studio
- Coordinated expense reports, purchase requisitions, and proper documentation as directed
- Maintained departmental calendars, reports, and documents for internal operations
- Provided on-set assistance to all teams for successful shoots
- Managed updates to all internal databases, CRM, rolodex
- Supported financial team in job closures and financial documentation
- Oversaw research for hair stylists; makeup artists; set designers; brand campaigns; editorials; etc.
- Developed relationships with industry publicists, agents, and relevant companies
- Managed productions from concept to execution and distribution of work
- Facilitated catering, car services, travel, and meetings
- Coordinated all international and domestic travel and accommodation

### **Cece Liu - Freelance Stylist Assistant (August 2025)**

- Assisted throughout sourcing and styling prep for editorials and personal talent looks
- Organized and oversaw inventory documentation for entire stylist's wardrobe

### **Retrofête and Mint Showroom - Creative Intern (August 2025 - September 2025)**

- Assisted the Showroom Manager and Executive Assistant's with daily operations and creative projects
- Supported in organizing and maintaining the showroom, ensuring collections were visually merchandised and presentation-ready for buyers, stylists, and clients
- Assisted on set during e-commerce and look-book shoots for SS2026 Collection
- Managed prepping models for on set; wardrobe changes, steaming, and outfit coordination
- Contributed to creative research, mood board development, and visual concept planning
- Managed the delivery and return of samples, garments, and packages, maintaining organization and clear communication

### **Giannina Azar and Paola Estafania - New York Fashion Week Photographer and Backstage Assistant (February 2025)**

- Photographed Spring 2025 Runway Collections for Giannina Azar, Paola Estefania, Miss Golden State USA, Miss Universe Ecuador, Miss Supernational Guatemala
- Collaborated with designer to develop visuals that reflect brand identity
- Managed all post-production for brand photographs and distribution for website and social media
- Worked in fast-paced environment to photograph, and edit for release within short deadline
- Uploaded and distributed photographs to brands, agents, and models
- Assisted with steaming and preparing clothing & accessories; dressed models for runway

### **Diverse World Fashion Magazine - Editor In Chief; Photography Director (January 2023 - December 2024)**

- Managed editorial team of 200 members to produce rolling blog and quarterly fashion print issue
- Oversaw creative pitch development; art direction; budget management; event organization; runway execution; retouching; designing entire layout; proofreading; printing; distribution
- Curated brand visual identity by directing each publication's central theme
- Managed all editorial archives to maintain organized historical records
- Enhanced publication quality and grew reader engagement by 106.12%

### **Narcissus - Marketing & Social Media Manager (January 2024 - November 2024)**

- Managed and produced creative content for showroom, resulting in enhanced brand visibility
- Produced and styled photoshoots in collaboration with brands: Alice + Olivia, Farm Rio, STAUD, Tory Burch
- Secured showroom content to be published in Tallahassee Magazine across two issues to increase audience outreach
- Researched, photographed, analyzed, & edited images for Narcissus social media & website

### **Encompassed Entertainment - Editorial Photographer (January 2024 - July 2024)**

- Photographed portraits, BTS, album covers, events for artists based in Florida
- Oversaw all post production in Adobe Suite
- Assisted musicians in achieving their creative goals and profile appearance

## **EDUCATION**

### ***Florida State University - BA, Honors In The Major (December 2024)***

**Major:** Studio Art, Honors In The Major **Minor:** Communications

- Summa Cum Laude, GPA: 3.94
- Honors In The Major Research Scholar
- Research and Career Awards Grant
- FSU Undergraduate Excellence in Visual Arts Award
- FSU Study Abroad Program (London)
- Bright Futures Scholarship
- College Of Fine Arts Research Scholarship
- Florida State University's President's List
- Florida State University's Deans List

### ***FSU Honors College Thesis - "Weaving The Stories Of Guatemalan Indigenous Women" (January 2023 - December 2024)***

- Conducted primary research in Guatemala and engaged with Mayan communities through interviews, photography, and volunteer work
- Investigated the feminist and creative aspects of weaving, cultural heritage, and textiles in the lives of Indigenous Guatemalan women
- Wove seven large-scale tapestries by hand using photo printing/sewing/design techniques
- Presented project to Honors Committee and produced a year-long gallery exhibition

**Link to Thesis Study:** [https://purl.lib.fsu.edu/diginole/honors\\_thesis\\_submission-1311debe-adb9-4a58-be83-fd62eafe356d](https://purl.lib.fsu.edu/diginole/honors_thesis_submission-1311debe-adb9-4a58-be83-fd62eafe356d)

## **ART EXHIBITIONS**

- FSU National Association of Arts and Design Exhibition (Tallahassee, FL)
- FSU Honors, Scholars, Fellows House Gallery Exhibition (Tallahassee, FL)
- FSU William Johnston Gallery Exhibition (Tallahassee, FL)
- The Dali Museum Exhibition (St. Petersburg, FL)
- Norton Museum Exhibition (Palm Beach, FL)

## **SKILLS**

- Adobe Suite (Photoshop, Lightroom, InDesign, Illustrator, Audition, Premiere) & Capture One
- Analog & Digital Photography
- Art Direction & Production Management
- Social Media Management
- Event Coordination
- Runway Assistance
- Wardrobe Styling
- Branding/Campaign Management
- Visual Identity
- Graphic Design
- Copy Editing
- Research
- Writing
- Microsoft & Google Suites
- Bilingual Spanish

# LEANNA MICHAELA OVERBECK

VISUAL EDITOR • EXECUTIVE ASSISTANT • CREATIVE PRODUCER

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Freelance creative producer specializing in photography, film, and fashion, dedicated to crafting visual content that empowers authentic self-expression. Experienced in production management, art direction, executive support, event coordination, and photo editing, with a proven ability to navigate challenges seamlessly on and off set and collaborate effectively across creative teams.

## **PAST CREATIVE PROJECTS:**

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### **2025 PROJECTS**

**Leanna Michaela Productions LLC: Dexcom Campaign**

**Leanna Michaela Productions LLC: Mark Seliger x Eversana Campaign**

**Leanna Michaela Productions LLC: Netflix x People We Meet On Vacation (Cover Art)**

**Leanna Michaela Productions LLC: The Beauty x FX Networks (Cover Art)**

**Leanna Michaela Productions LLC: Mark Seliger x New York Magazine Year In Culture Issue**

**Seliger Studio: The New Yorker x Zac Posen (Story)**

**Seliger Studio: Numeró Netherlands x Paul Wesley (Digital Cover)**

**Seliger Studio: Flaunt Magazine x Uma Thurman (Cover)**

**Seliger Studio: Flaunt Magazine x Uma Thurman Behind-the-Scenes Video**

**Seliger Studio: HULU x Only Murders In The Building (Season 5 Cover Art)**

**Seliger Studio: New York Magazine x Cole Escola (Cover)**

**Seliger Studio: New York Magazine x Cole Escola Behind-the-Scenes Video**

**Seliger Studio: Lenny Kravitz (Personal Shoot)**

**Seliger Studio: Kiehl's (Amazon Campaign)**

**Seliger Studio: Naomi Watanabe (Tour/Press Cover)**

**Seliger Studio: Netflix x Monster Season 3 (Cover Art)**

**Seliger Studio: Jeff Tweedy (Album Cover)**

**Seliger Studio: Freeform x The Nader Sisters (Season Cover Art)**

**Seliger Studio: Vogue Philippines x Anna Bayle (Cover)**

**Seliger Studio: New York Festivals Health Awards**

**Seliger Studio: New York Magazine Legends of the Broadway Stage (Portfolio)**

Seliger Studio: Armani Beauty x Sydney Sweeney (Campaign)

Seliger Studio: Vanity Fair x F1 Academy (Cover)

Giannina Azar: New York Fashion Week Spring/Summer

Paola Estafania: New York Fashion Week Spring/Summer

Personal: Maestro De Ninguno (Series)

Personal: Voila (Series)

Personal: International Womxn's Day March (Photo Journalism)

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## **2024 PROJECTS**

Weaving the Stories of Guatemalan Indigenous Women (FSU Library)

Diverse World Fashion Magazine: Issue 29 "Trespass"

Diverse World Fashion Magazine: Fall/Winter Runway "Metamorphosis"

Diverse World Fashion Magazine: Spring/Summer Runway "Labyrinth"

Diverse World Fashion Magazine: Delictum Jucundus (Editorial Shoot)

Diverse World Fashion Magazine: Twilight Rave (Event)

Encompassed Entertainment: Music Showcase (Event)

Encompassed Entertainment: Marlowe (Artist Editorial Shoot)

Club Down Under: Multi-Media Art Met Gala Runway "Art History Represented Through Fashion"

Strike Magazine: Editorial Shoot

Narcissus: Farm Rio (Photoshoot)

Narcissus: STAUD (Photoshoot)

Narcissus: Dolce Vita (Photoshoot)

Narcissus: Tory Burch (Photoshoot)

Narcissus: Loeffler Randall (Photoshoot)

Narcissus: Tallahassee Magazine (Issue Feature)

Narcissus: Tallahassee Magazine (Issue Feature)

Diverse World Fashion Magazine: Saltburn Rave (Event)

Diverse World Fashion Magazine: Issue 28 (Best Served Cold)

Antigua, Guatemala (Woven tapestry)

**La Cooperativa (Woven tapestry)**

**Los Mercados (Woven tapestry series)**

**Recuerdo (Woven tapestry)**

**Fragments of Belonging (Woven tapestry)**

**Personal Project: Dear Diary (Series)**

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## **2023 PROJECTS**

**Diverse World Fashion Magazine: Fall/Winter Runway “Down The Rabbit Hole”**

**Diverse World Fashion Magazine: Issue 27 “Through The Looking Glass”**

**Diverse World Fashion Magazine: Issue 26 “Eclectic”**

**Stitch Design & Fashion Runway**

**Daniel Levin Artist Series**

**Personal Project: Packaged Meat (Video Installation)**