

Jennifer • LeBeau

CREATIVE OPERATIONS / PM

SUMMARY

I love creating scalable structure for creative organizations, implementing flexible organization, and creating a safe space for creatives to do their best work. With over 15 years of experience in creative project management and operations, I bring everything I've learned from advertising, event design, independent filmmaking, people management, and process design to set projects and teams up for success.

CONTACT

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SKILLS

- Project Management
- Resource Planning & Utilization
- Budgeting & Forecasting
- Process Design & Implementation
- Client Relations
- Visual Storytelling & Creative Direction

APPS

- **Project Management:** Mavenlink, SmartSheet, Asana
- **Sales:** Dynamics365, Mailchimp
- **Productivity:** MS Office Suite, Google Workspace
- **Creative:** Photoshop, InDesign, Canva
- **Video:** Premiere, AfterEffects
- **Web:** Wordpress, SquareSpace, CSS
- **Social:** Hootsuite, LinkedIn, Instagram, Facebook, Twitter/X, TikTok
- **AI:** ChatGPT, Midjourney, HeyGen, ElevenLabs, Firefly

LANGUAGES

- English - Native
- French - Conversational

EDUCATION

MS, Telecommunications Mgmt

Indiana University

BS, Marketing, International Studies

Indiana University

EXPERIENCE

Director, Creative Operations

Nayamode-Bluewave • Mar 2022 – present

- Oversee PMO, design project management and creative process across diverse projects.
- Hire and manage project managers across three offices, coaching for personal development.
- Act as Lead Producer for major projects for Fortune 100 firms and startups, including multi-location events with 1500+ attendees, live-action and AI-produced videos, and omnichannel marketing campaigns.
- Clients include Microsoft, Google, HP Inc., Visa, JP Morgan Chase, Intel, Avalara, Pulte Homes.
- Develop company strategy, marketing materials, and messaging to meet business goals alongside the President and CEO.
- Partner with sales team during discovery and proposal stages, leveraging Dynamics365 for sales funnel tracking.
- Manage resource allocation and utilization for all designers and project managers with an 80% billable utilization target.
- Conduct monthly retrospectives and weekly training to enhance team performance, process efficiency, and tech proficiency.

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EXPERIENCE

Senior Producer

Nayamode-Bluewave • Apr 2020 – Mar 2022

- Supervised three direct reports, optimizing workload distribution and fostering skill growth.
- Sourced, vetted, and onboarded freelancers and vendors to augment FTE staff.
- Produced projects ranging from animated videos, keynote presentations, and interactive demos.
- Enhanced client experience as the primary point of contact for daily comms, implemented feedback surveys with 80% response rate and average satisfaction rating of 4.5/5.
- Partnered with Creative Director to write creative briefs, set design strategy and messaging, and kick off designers on new projects.
- Spearheaded the migration to a cloud-based project management tool (Mavenlink), including requirements gathering, system selection, process integration, and adoption.
- Guided team through the shift to cloud-based file sharing (SharePoint) to improve collaboration, version control, and storage efficiency.
- Initiated culture-building programs to support team cohesion during the transition to remote / hybrid work environments.

Project Manager

Bluewave • Dec 2013 – Apr 2020

- Coordinated with Account Execs, design teams, and vendors to ensure projects adhered to client specifications, budgets, and timelines.
- Collaborated with Account Executives on scoping and pricing proposals.
- Optimized production schedules across the agency to enhance efficiency and meet competing deadlines.
- Led agency website redesign, implementing SEO and content strategies to boost traffic and leads.

Associate Producer, Social Media Manager

NOW Playing! • Oct 2012 – Feb 2014

- Managed social media presence for documentary to enhance community engagement and growth.
- Developed custom metrics to monitor activity across platforms, including social media, the film's website and newsletter.
- Conducted story research, identifying and contacting potential interviewees.
- Managed and redesigned documentary website, overseeing hosting transfer, design, app integrations and analytics.
- Managed email marketing strategy and content creation.

Associate Account Executive

Finelight • Sept 2007 – July 2010

- Managed direct response advertising campaigns with a mix of direct mail, digital, and broadcast television spots.
- Created dynamic tools to project response and conversion to advertising pieces.
- Conducted persona analysis using proprietary database of over 25 million individuals, identifying lookalike prospects for greatest ROI.