

SUMMARY

With over 15 years of experience in advertising, creative project management and operations, I'm the one they call when a project is complex, high-profile, or at risk. I've led projects like multi-location events with 1500+ attendees, live-action and AI-produced videos, global social media campaigns, branding, go-to-market launches, and B2B websites. Clients include Microsoft, Google, HP Inc., Visa, JP Morgan Chase, Intel, Amex GBT and late-stage startups in tech, payments, and life sciences. I bring order to chaos with processes that work for creative teams, reducing time and increasing margins through efficiency and transparency.

EXPERIENCE

Director, Creative Operations

Mar 2022 – present
Bay Area, CA

Nayamode-Bluewave (Design and marketing agency)

- Run PMO, **design project management and creative process** across agency.
- **Hire and manage** five 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**, global **social** campaigns, **branding**, and B2B **websites**.
- Develop company strategy, marketing materials, and messaging **alongside the President and CEO**.
- Partner with sales team during discovery, proposals, and pitches, leveraging Dynamics365 for sales funnel tracking. Proposed projects in 2024 **totaled over \$250,000 with a 100% win rate**.
- Manage **resource allocation and utilization** for all designers and PMs with an 80% billable utilization target.
- Conduct monthly retrospectives and weekly training to **enhance team performance, refine processes**, grow skills and stay current on technology and tools.

Senior Producer

Apr 2020 – Mar 2022
Bay Area, CA

Nayamode-Bluewave

- 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**.
- Wrote **creative briefs and set design direction** with Creative Director.
- Spearheaded the migration to a cloud-based project management tool (Mavenlink), including requirements gathering, system selection, process integration, and adoption. Real-time burn rates empowered PMs to **maintain profit margin and flag scope creep**.
- Guided team through the shift to cloud-based file sharing (SharePoint), **reducing production times and eliminating cost** of on-premises server.
- Initiated **culture-building programs** to support team cohesion during the transition to remote/hybrid work.

EDUCATION

MS, Telecommunications Management

Indiana University

BS, Marketing, International Studies

Indiana University

Jennifer · LeBeau

CREATIVE OPERATIONS
& PROJECT MANAGEMENT

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EXPERIENCE (CONT'D)

Project Manager

Bluewave (Graphic design agency)

Dec 2013 – Apr 2020

Bay Area, CA

- 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! (Documentary film)

Dec 2013 – Apr 2020

Bay Area, CA

- 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 (Advertising agency)

Sept 2007 – July 2010

Bloomington, IN

- 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.

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

FUN FACTS

- Native English, conversational French (je ne suis pas français malgré mon nom).
- The Telecommunications department at IU has been renamed The Media School (I don't know how to lay cable).
- The documentary I directed and produced in my Master's program aired on PBS (it was about ghost stories).
- I've worked on 10 short films as part of an independent filmmaking collective. The film I wrote, directed and produced won the Audience Favorite award at our film festival in San Francisco.
- I've also worked at a wildlife sanctuary, throwing injured birds in the air to see if they can fly yet (they usually could).