

## SUMMARY

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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.

## EXPERIENCE

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Sentient-SF

### Director, Creative Services

June 2024 – present

- Design **project management system** and **creative process** for the organization.
- **Implemented Asana** and onboarded all stakeholders, designed project plan templates and automations.
- Act as **Lead Producer for all projects**, ranging from **videos, pitch deck** strategy and design, **web design** and **analytics**, and **AI consulting**.
- Clients include nationally-recognized brands, AI platforms, startups, private equity, venture capital, and nonprofits.
- Develop company strategy, policies, sales materials, branding, and messaging to **grow the business with the CEO**.
- Discover, test, and implement AI tools throughout workflows to increase efficiency and uncover insights.
- Created an AI policy for employees, encouraging effective and safe use of emergent technology.

Nayamode-Bluewave

### Director, Creative Operations

Mar 2022 – June 2024

- Oversaw PMO, **hired and managed** five project managers across three offices.
- Acted 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**.
- Partnered 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**.
- Managed **resource allocation and utilization** for all designers and PMs with an 80% billable utilization target.
- Conducted monthly retrospectives and weekly training to **enhance team performance, refine processes**, identify skill gaps and build connection.

### Senior Producer

Apr 2020 – Mar 2022

- 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.
- Sourced, vetted, and onboarded **freelancers** and **vendors** to augment FTE staff.
- Led the migration from on-prem to cloud-based project management (**Mavenlink**). Real-time burn rates empowered PMs to **maintain profit margin and flag scope creep**.
- Guided organization through 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.

# Jennifer · LeBeau

CREATIVE OPERATIONS  
& PROJECT MANAGEMENT

## EXPERIENCE (CONT'D)

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Bluewave

### Project Manager

Dec 2013 – Apr 2020

- Created **project timelines and budgets**, ensured projects were completed on time and within budget.
- Worked with Account Executives to **scope and price** 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.

NOW Playing! Documentary

### Associate Producer, Social Media Manager

Oct 2012 – Feb 2014

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

Finelight

### Associate Account Executive

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.

## APPS / SKILLS

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- **Project Management:** Asana, Monday, Mavenlink, Microsoft Project, Smartsheet
- **Sales:** Dynamics365, Mailchimp
- **Productivity:** MS Office Suite, Google Workspace
- **Creative:** Photoshop, InDesign, Canva
- **Video:** Premiere, AfterEffects
- **AI:** ChatGPT, Claude/Anthropic, Google Gemini, Midjourney, HeyGen, ElevenLabs, Firefly
- **Web:** Wordpress, SquareSpace, CSS
- **Social:** Hootsuite, LinkedIn, Instagram, Facebook, Twitter/X, BlueSky, TikTok
- **Languages:** Native English, Conversational French

## EDUCATION

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### MS, Telecommunications Management

Indiana University

### BS, Marketing, International Studies

Indiana University