

CELINA TATSUKO

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PROFILE

Highly motivated and detail-oriented creative producer/project manager with over 5 years of experience in managing complex and high-stakes projects in the advertising and entertainment industries. Demonstrated expertise in leading cross-functional teams, developing creative concepts, and executing projects from start to finish. Proven track record of delivering projects on time, within budget, and to the highest standards of quality.

SKILLS

Project Management: Strong ability to manage multiple projects simultaneously, establish project timelines, and ensure projects are delivered on time and within budget.

Creative Development: Experienced in collaborating with creative teams to develop and execute innovative and impactful creative concepts.

Team Leadership: Excellent leadership skills with a proven ability to manage and motivate cross-functional teams to achieve common goals.

Communication and Collaboration: Strong communication and interpersonal skills with a proven ability to build and maintain positive relationships with stakeholders, clients, and team members.

Problem Solving: Demonstrated ability to analyze complex problems, develop creative solutions, and execute plans with a high degree of accuracy and attention to detail.

Budget Management: Experienced in managing budgets, tracking expenses, and identifying cost-saving opportunities.

SOFTWARE

JIRA

MICROSOFT SUITE/OFFICE

ADOBE SUITE

GOOGLE DRIVE

SPRINKLR

SMARTSHEETS

WORKFRONT

WRIKE

EDUCATION

SCHOOL

Arizona State University

2009 - 2012

FIELD OF STUDY

Bachelor of Arts in

Interdisciplinary Studies (with two foci)

FOCUS

Focus one: Sociology

Focus two: Technical Communication

EXPERIENCE

SENIOR PROJECT MANAGER, EDELMAN (March 2024 - May 2024)

- Leadership & Management: Spearhead the day-to-day workflow of integrated projects, serving as a pivotal link among project schedules, deliverables, and team dynamics to ensure flawless execution. Act as the primary contact managing cross-functional teams including Account and Specialty groups to align project deliverables with creative intent.
- Strategic Planning: Demonstrate acute business acumen by creating both top-down and bottom-up estimates. Lead the definition of project scopes and staffing plans in collaboration with account leads and specialty teams, ensuring optimal resource allocation and project success.
- Financial & Contract Management: Develop and manage Statements of Work in coordination with Finance, Contracts, and Account teams. Responsible for project financial management including out-of-pocket expenses and fees, ensuring profitability and adherence to budget constraints.
- Project Execution: Own the delivery and management of work streams within large, complex initiatives, and independently oversee mid-size projects with minimal oversight. Utilize established project management tools to author and maintain project documentation such as schedules, briefs, and cost estimates.
- Risk Management & Problem Solving: Address project-related issues proactively, escalating concerns to the Project Director as needed. Partner with Finance and Account teams for budget monitoring, scope management, and monthly forecasting.
- Client & Stakeholder Engagement: Engage in client discussions to set realistic expectations and timelines necessary to achieve project objectives. Manage project communications and status updates, ensuring all stakeholders are informed and engaged.
- Resource Management: Collaborate with Resource Management to identify and assign the appropriate talent for project tasks, ensuring alignment of team capabilities with project requirements.
- Quality Assurance: Oversee the consistency and quality of deliverables across all projects, ensuring alignment with client expectations and brand guidelines.
- Professional Development: Engage in ongoing management and communications training to enhance leadership skills. Maintain composure and confidence under pressure to ensure leadership is effective and perceived positively by teams and clients.

CREATIVE PROJECT MANAGER FOR McCann New York | XBC (May 2023- March 2024)

- Collaborate and lead complex cross-capability projects and integrated program management
- Lead client discussions on project plans to ensure client understands project flow and due dates needed in order to meet end goals
- Create top-down and bottom-up scopes, project schedules, resource plans and risk & change management plans, utilizing appropriate tools
- Participate in new proactive client requests and new pitch requests when necessary
- Coordinate with management, leadership, for effective communication trainings
- Lead proper training and onboarding processes for new team members
- Keeping clients and internal teams aligned and moving in the same direction
- Anticipate the needs of my projects, heading off potential pitfalls
- Remove barriers to success for the teams)
- Actively seek and share knowledge with my project teams and within the Account Management & Project Management parameters.
- Partner with client and internal cross-capability team members to ensure documentation for clients is "client-ready" prior to any client meetings while actively participating in both internal and client meetings
- Support teams in operational development of campaigns, including intake and resourcing strategies, partner on assigning creative resources, and drive, implement, and manage own projects.

CREATIVE PROJECT MANAGER FOR DRAFTKINGS (July 2022 - May 2023)

- The hub between media, the creative, account strategy, and all other internal teams, driving projects forward quickly and efficiently
- Work closely with leads to define project requirements, develop budgets and timelines, write statements of work, and plan resources for all projects.
- Manage the project throughout the full life cycle of projects including but not limited to: Brand Creative, Websites & Digital Experiences, Social Content, Digital Videos, and Events. Experience working on TVC, OOH and Print.
- Build project plans with an understanding of internal resources, third-party capabilities, time requirements, and business objectives
- Lead and schedule necessary project related meetings such as kickoffs, brainstorming, inter-agency meetings, and deliverables reviews
- Keep all project stakeholders (creative, account, production, analytics, etc) on track to hit all deadlines by ensuring proper briefings, check-ins, hand-offs, and information transfer.
- Work closely with the other Project Managers, Creative and Account Directors to manage and allocate resources in an effectively and efficiently
- Aid in the management of the freelance process when resources are needed, hired, and utilized.
- Liaise with finance, operations and legal teams on project and client needs
- Provide guidance, mentorship, and skill-building to other Project Managers and Project Coordinators

CREATIVE DIGITAL PRODUCER FOR COMCAST/XFINITY (October 2021 - July 2022)

- Lead the creative workflow process by handling department and project budgets & timelines with the goal of having all high-quality projects completed on time and on budget
- Develop scopes of work and project schedules; adjust and communicate timelines to key collaborators across key project targets
- Collaborate closely with the creative team in developing project plans, including accurate budgets and rapid yet realistic project schedules
- Build, manage, and log project-related documents such as schedules, budgets, communications, key takeaways, and workflows
- Lead and manage client expectations and feedback while ensuring delivery of the highest quality service
- Ensure that project tasks are completed by scheduling and facilitating project-related team meetings (i.e. Status, internal/client reviews, etc.), communicating action steps to the team, and delivering weekly status reports
- Foster a spirit of teamwork and collaboration with internal teammates as well as external vendor partners
- Support team operations, from day-to-day management of programs and deliverables, to developing junior team members through client programs and new service development

SOCIAL CONTENT/CATEGORY CAMPAIGN CREATIVE PRODUCER FOR WALMART (July 2020 - October 2021)

- Collaborating across multiple team leads and creative directors to manage project priorities, client scopes and creative strategies for scheduling with tight deadlines
- Create estimate and manage budget throughout the project. Provide actuals at client request. Maintain profitability for all projects
- Coordinating across multiple platforms and working closely with digital, broadcast, and print teams to complete a large volume of complex digital banners. Accurately and efficiently disseminating creative direction and client desires to all team members across all platforms
- Provide administrative and internal process support to assigned production activities.
- Support teams in operational development of campaigns, including intake and resourcing strategies, partner on assigning creative resources, and drive, implement, and manage own projects.
- Recognize slightest deviation from accepted practices before they happen and quickly implement appropriate next steps
- Navigate creative approvals with senior level stakeholders, partners, and artists