

# 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 - Present)

- 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, brainstorm, 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