

SIRIA TENA

2024 INTRODUCTION

CREATIVE SERVICES

PRODUCER // PROJECT MANAGER // CONTRACTOR



**WE START BY DEFINING THE END GOAL.
THROUGH COLLABORATION, EVERY KEY
STAKEHOLDER TELLS A PART OF THE STORY
THAT CLIENTS WILL REMEMBER AND
WANT TO ENGAGE WITH AGAIN AND AGAIN.**

-SIRIA TENA



WHERE DID I COME FROM

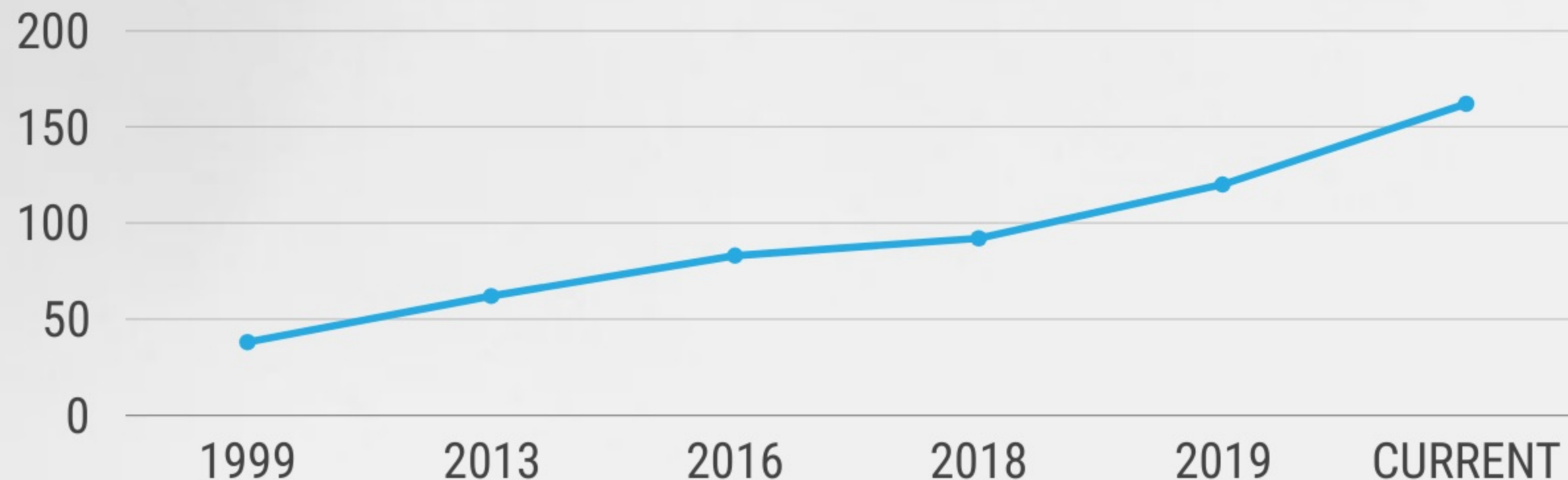
1999 - MEDIA PRODUCTION AND AUDIOVISUAL

2013 - BRAND MARKETING PRODUCER

2016 - ADVERTISING AGENCY PRODUCER

2018 - EVENT PRODUCTION - MEDIA SPECIALIST

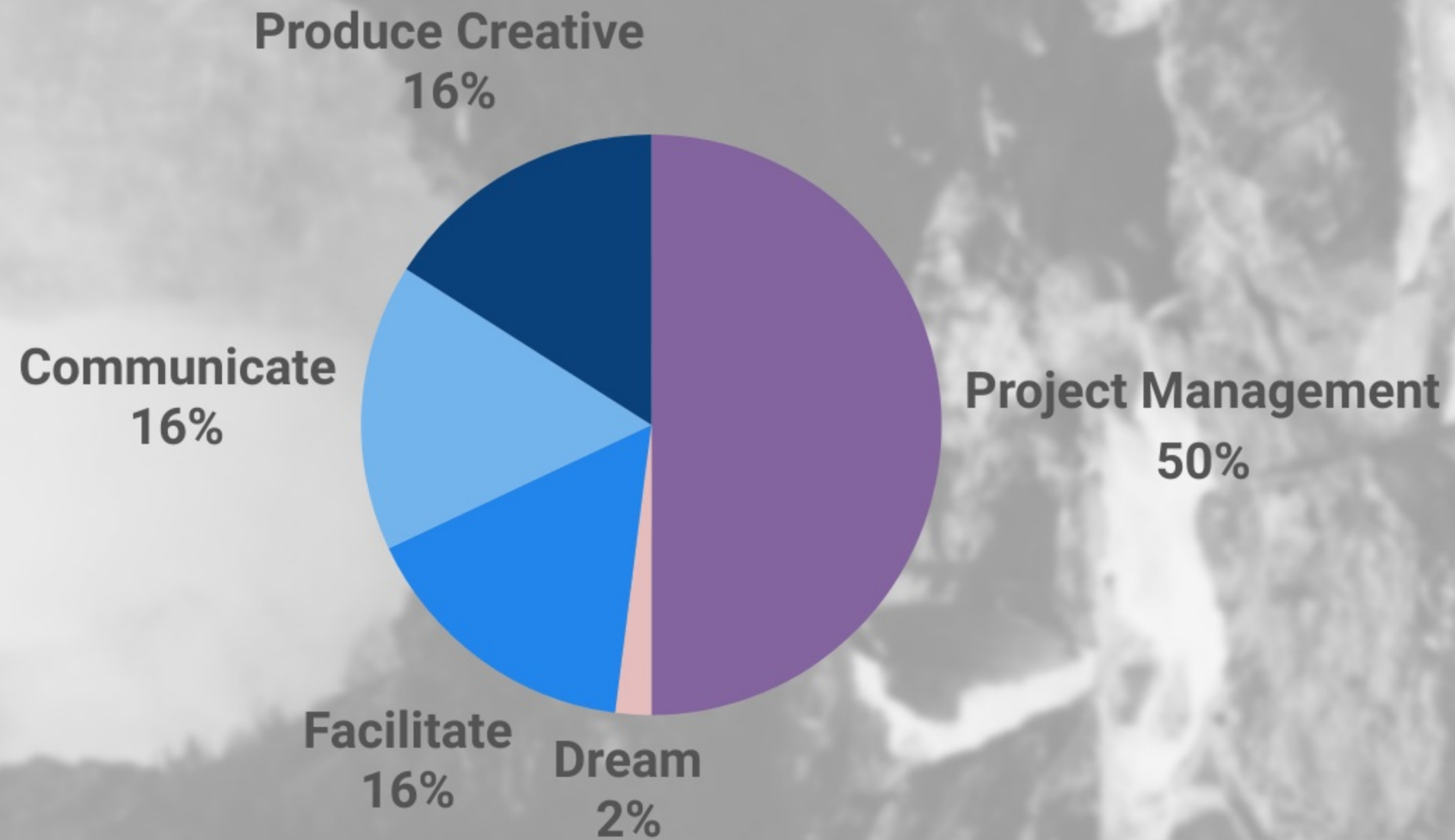
2019 - CREATIVE PRODUCER / PROJECT MANAGER



WHY AM I HERE*

I LIKE DOING THESE THINGS:

- creative concepts
- collaborating
- defining project scope
- budget development
- sourcing talent and vendors
- schedules and timelines
- production
- approvals and delivery



**Skills, experience, and what I can offer*

CONSISTENT PROCESS

TECHNOLOGY EVOLVES THE TOOLS,
BEING AGILE EVOLVES THE TEAM

- **INITIATE**
- **PLAN**
- **EXECUTE**
- **CLOSE**

ASSESSMENT THEN ACTION

THE PROCESS BEGINS WITH AN IDEA...

- LEAD THE EXECUTION OF CREATIVE PROJECTS
- DETERMINE STAKEHOLDER REQUIREMENTS
- DEFINE THE OBJECTIVE AND KEY RESULTS
- STRATEGIC ALIGNMENT
- COLLABORATE AND DELIVER
- MEASURE RESULTS

SCHEDULING MY DAY

TIME MANAGEMENT_ON POINT

09:00 - 09:30	Studio Operations	04:30 - 05:00	Back to Back Meetings
10:00 - 10:30	Creative Brief	05:30 - 06:00	Creative Direction
11:00 - 11:30	Communication	06:30 - 07:00	Concept Development
12:00 - 12:30	Team Building	07:00 - 07:30	1-on-1's With My Besties
12:30 - 01:00	Optimize Processes	07:30 - 08:00	Program Lead
01:00 - 01:30	Cross Functional Partners	08:00 - 08:30	Bedtime Routine
02:00 - 02:30	Resource Allocation	08:30 - 09:00	Digital Media Production
02:30 - 03:00	Problem-Solving	09:00 - 09:30	Smooth Executions
03:00 - 03:30	Get the Team on Board	09:30 - 10:00	Risk Mitigation
04:00 - 04:30	Collaboration	10:00 - 10:30	Mentor PMs and Producers



THANK YOU

CREATED FOR YOUR CONSIDERATION

SIRIA TENA

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