

SIRIA TENA

2025 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

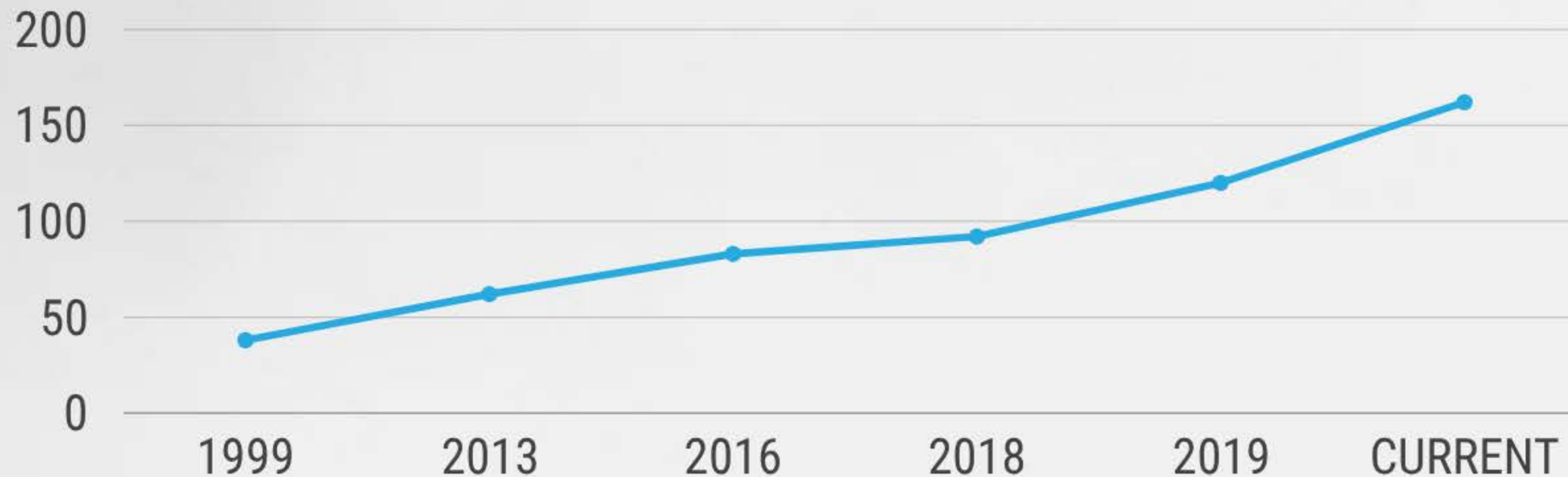
1999 - MEDIA PRODUCTION AND AUDIOVISUAL

2013 - BRAND MARKETING PRODUCER

2016 - ADVERTISING AGENCY PRODUCER

2018 - EVENT PRODUCTION - MEDIA SPECIALIST

2019 - CREATIVE PRODUCER / PROJECT MANAGER

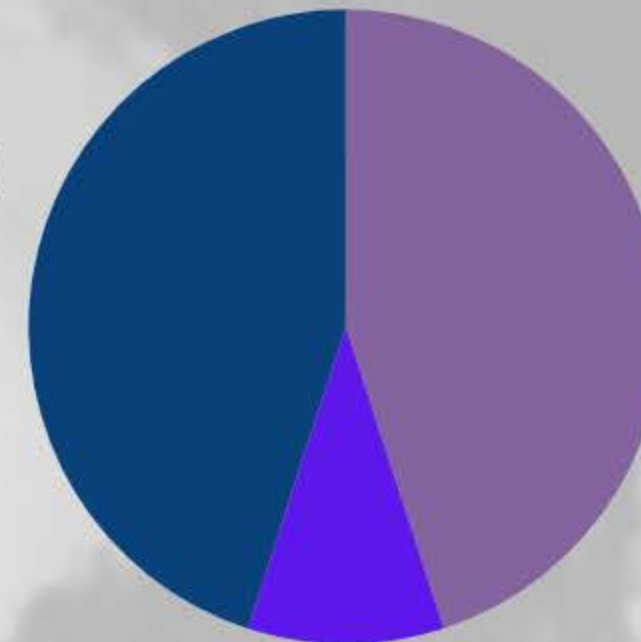


WHY AM I HERE*

I LIKE DOING THESE THINGS:

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

CREATIVE PRODUCER
45%



PROJECT MANAGER
45%

DREAMER
10%

CONSISTENT PROCESS

+CURIOUS +CONTINUOUS LEARNER +ADAPTABLE

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

ASSESSMENT THEN ACTION

THE PROCESS BEGINS WITH AN IDEA...

- DETERMINE STAKEHOLDER REQUIREMENTS
- DEFINE OBJECTIVE AND KEY RESULTS
- STRATEGIC ALIGNMENT
- COLLABORATE AND EXECUTE
- DELIVER
- MEASURE RESULTS

SCHEDULING MY DAY

TIME MANAGEMENT_ON POINT

09:00 - 09:30	Daily Operations
10:00 - 10:30	Creative Briefs
11:00 - 11:30	Communication
12:00 - 12:30	Team Building
12:30 - 01:00	Optimize Processes
01:00 - 01:30	Gantt Charts
02:00 - 02:30	Resource Allocation
02:30 - 03:00	Problem-Solving
03:00 - 03:30	Documentation
04:00 - 04:30	Collaboration

04:30 - 05:00	Stakeholder Management
05:30 - 06:00	Back to Back Meetings
06:30 - 07:00	Creative Direction
07:00 - 07:30	Concept Development
07:30 - 08:00	Vendor Management
08:00 - 08:30	Program Lead
08:30 - 09:00	Bedtime Routine
09:00 - 09:30	Digital Media Production
09:30 - 10:00	Smooth Executions
10:00 - 10:30	Risk Mitigation

A person's hands are shown holding a globe of the Earth. The globe has a white grid pattern of latitude and longitude lines. The person is wearing a dark long-sleeved shirt. The background is a blurred image of a white metal structure, possibly a bridge or a large architectural element.

THANK YOU

CREATED FOR YOUR CONSIDERATION

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