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LAUREN E. TERRELL

CREATIVE OPERATIONS MANAGER

PROFESSIONAL SUMMARY

Creative Operations & Design Manager who connects the dots between departments to bring big ideas to life—on time and with impact. Known for turning chaos into clarity through smart systems, sharp risk management, and design thinking. Leads change with intention, aligning creative, strategy, and production teams to drive purpose-driven work for Fortune 500 brands. Collaborative, culture-savvy, and all about making creativity work smarter.

WORK EXPERIENCE

PARAMOUNT/ BET NETWORKS

→ *Senior Manager Creative Operations, BET Brand Solutions* 04/2018- PRESENT

- Led modernization of creative operations with a centralized data strategy using Monday.com; achieved 100% adoption across departments.
- Designed scalable workflows to improve transparency, efficiency, and cross-functional alignment across creative, sales, and account teams.
- Streamlined \$2M vendor operations, delivering 51% of projects under budget.
- Delivered department-wide training on project management tools, enhancing lifecycle visibility and collaboration.
- Directed full-scale production—from scripting and budgeting to talent and creative direction—ensuring alignment and high-impact delivery.

TCO (THE CREATIVE OUTCASTS)

→ *On-Set Film Covid-19 Compliance Officer* 08/2020- 02/2023

- Advised major brands (Home Depot, Boost Mobile, Aldi, Aveeno, Tropicana, Cracker Barrel, McDonald's) and production teams on evolving COVID-19 health and safety compliance.
- Coordinated on-site testing with medical providers for crews of up to 75 people; acted as first responder for all health-related issues.
- Held authority to pause production when safety was compromised, protecting talent and crew.

JOY COLLECTIVE

→ *Creative Producer* 04/2018- 04/2019

- Managed all production logistics and led vendor buildouts for branded activations aligned with campaign strategy and brand identity.
- Delivered high-impact creative for major events and clients, including Essence Fest and Dove.
- Produced complex, multi-channel campaigns—on time, on budget, and in support of social impact work (e.g., Crown Act, New Voices Fund).

FRC

→ *Producer/ Relationship Manager* 10/2015- 12/2018

- Acted as the workflow liaison between creative leadership and clients, strengthening communication and trust.
- Fostered client relationships that resulted in repeat business and deeper engagement.

INXPO

→ *Senior Event Producer* 04/2016- 07/2017

- Oversaw and trained international teams across Europe and Asia to ensure seamless virtual event execution.
- Delivered high-quality custom content while providing technical training and support on proprietary software.
- Promoted to lead as Operational Project Manager for Red Hat On-Air, owning all logistics for high-stakes global broadcasts.

WORK EXPERIENCE (CONT.)

TAX STATION

→ Office Manager

02/2013- 04/2016

- Introduced a digital scheduling system that streamlined front-office operations and reduced bottlenecks.
- Managed client outreach and data processes, improving turnaround time and service quality.
- Reconciled client records and account maintenance using QuickBooks, enhancing financial accuracy.

THE NIELSEN COMPANY/ IAG

→ Senior Survey Writer

07/2011- 06/2013

- Developed in-show branded integration surveys for primetime programming, supporting consumer marketing insights.
- Authored methodology that became the benchmark for company-wide performance standards.

ROC APPAREL GROUP

→ Production and Product Development Manager

06/2009- 10/2010

- Collaborated with PLM developers to create a digital trim and fabric inventory library, improving team coordination with global factories.
- Oversaw vendor data workflows, enhancing accuracy, efficiency, and standardization across international teams.

SKILLS

Project Management Software

Budget and Resource Management & Allocation

Content Production

Process Implementation & Improvement

Microsoft & Adobe Suite

Product Lifecycle Management

Team Workflow & Conflict Resolution

Ego & Expectation Management

Creative Ideation & Execution

Copywriting

EDUCATION

SAVANNAH COLLEGE OF ART & DESIGN

→ Design Management, Master of Business Innovation (MBI) EST. 2027

UNIVERSITY OF TAMPA

→ Art Therapy, Post Baccalaureate MAY 2011

SAVANNAH COLLEGE OF ART & DESIGN

→ Fashion Design, Bachelor of Fine Art (BFA) DEC 2008

CERTIFICATES

UNIVERSITY OF CHICAGO, BOOTH SCHOOL OF BUSINESS

→ Chicago Urban League, IMPACT Executive Leadership Program MAY 2023

THE ONE SCHOOL

→ Art Direction MAR 2023