

Caren Downie

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Vice President – Creative Marketing

Resourceful and creative media executive, adaptable, versatile, and gifted in driving complex, multi-platform project management. Enthusiastic and committed brand ambassador and key liaison with clients, agencies, executives, and diverse cross-functional teams. Recognized leader who keeps operations running smoothly in detail-driven, high-pressure environment, consistently delivering complex projects on time and on budget.

Significant Strengths

- Operation Management
- Post Production
- Internal & External Clients
- Agency Client Services
- Complex Project Management
- Marketing & Branding
- Creative Solutions & Briefs
- Recruiting | Coaching | Mentoring
- Digital | Social Media
- Strategic Planning
- Resource Management
- Content Activations

Promos ▪ Digital Campaigns ▪ Print ▪ Graphics ▪ VOD ▪ Network Packaging ▪ Branded Content
Rebranding ▪ Radio ▪ Integrated Marketing ▪ Tent Pole Events ▪ Corporate Materials ▪ Show Launches

Key Examples of Success

- **Client Management** – Oversaw post sell process for on-air and digital activations for Fortune 100 and 500 marketing campaigns in collaboration with clients, agencies, and internal stakeholders.
- **Project Management** – Developed, implemented, and launched functioning comprehensive robust project management tool for Google Digital B2B marketing campaigns at Google’s ad agency of record, AcadiaDigital.
- **Diversity** – Acknowledged as a champion of diversity initiatives throughout career.
- **Program Development** – Drove internship program development, recognized as one of best in Excelsior Network and ensured candidates spanned range of talents and backgrounds, yielding 75% of interns became fulltime.
- **System Improvement** – Improved On-Air Promo (OAP) system for Vivid TV, Disney Channel, and Excelsior Network through collaboration with IT to enhance capabilities to all forms of on-air and off-air content.

Professional Experience

CREATIVE MANAGEMENT CONSULTING, New York, NY 2017–Present
Founder | Consultant

ArcadiaDigital, New York, NY – Digital Project Management Lead, Global B2B **Google**

Discovery Life Network, New York, NY – Account Director, Brand & Creative Strategy, National

SundanceTV, New York, NY – Director, Project Management & Business Development

The United Nations | Old Walnut Street Enterprise, New York, NY – Associate Producer, Project Management – “The Transformative Power of Music” International Concert at General Assembly

EXCELSIOR NETWORK 2001–2017

VP: Project Management, Promotions, Operations, Brand Creative & Marketing Group, Vivid TV (2011–2017)
Promoted by Executive Vice President to drive project management and operations for Brand Creative Group.

Project Management

- Simultaneously managed 25+ complex multi-platform branding, marketing and production projects from conception to completion by meeting or exceeding timeline milestones, goals, and budgets.
- Effectively and strategically anticipated, identified, and forecasted project and development needs for wide range of projects ranging from \$1,000 to \$300K with a cumulative annual value of \$2M.

PROFESSIONAL EXPERIENCE

EXCELSIOR NETWORK

2001–2017

VP: Project Management, Promotions, Operations, Brand Creative & Marketing Group, Vivid TV (2011–2017)

Operations

- Streamlined operations, reduced expenditures, improved efficiencies, and boosted employee satisfaction by implementing new systems, such as digital delivery and archiving process.
- Achieved 100% success rate with talent and footage contract compliance with zero penalties and fees by identifying and ensuring legal, regulations, and branding guidelines were followed.

Leadership

- As proactive leader, anticipated specific challenges based on the skills and talents of employees to maximize the strengths of one staff member to drive success.
- Managed 10 direct reports as well as oversaw workflow of 30 production teams, freelancers, and interns.
- Guided and led development of high-performing, diverse teams, which included assistants, producers, interns, and managers. Actively recruited, hired, coached, mentored, and led 250+ talented employees.

Advertising & Branding

- Analyzed, reviewed, and quality-checked network on-air promotions, graphics, and original content to guarantee consistency in accuracy, messaging, and aesthetics with established brand identity.
- Authored detailed brand creative briefs and calendars for the entire Vivid TV network.
- Collaborated and negotiated with Programming to establish promotional strategies and deliverables.

Production

- Effectively and strategically allocated budgets and resolved complex creative and production issues by leveraging robust knowledge of production tools, processes, and skills to meet goals.
- Optimized content and dramatically reduced production expenses by 80 percent by identifying and repurposing promos and other creative material for use on digital and social platforms.
- Directed, scheduled and managed celebrity talent for weekly promo voice over sessions.

Senior Director: Project Management, Promotions, Operations, Brand Creative & Marketing Group (2004–2011)

Director: Project Management, Promotions, Operations, Brand Creative & Marketing Group (2001–2004)

Promoted rapidly from Manager to Director to Senior Director to oversee and lead expanding network requirements for digital, international, and advancements in the industry as a whole.

- Saved \$125K by overseeing project management and operations group for Vivid TV and Disney Channel.
- Communicated strategy plans and overcame the execution of deliverables for 5+ network rebrands.

Manager: Project Management, Promotions, Operations, Brand Creative Group, Vivid TV (2001)

Recruited to establish new project management and operations structure supporting launch of Vivid TV network.

- Advised on critical elements used in creation, interface, requirements, and implementation of proprietary asset tracking system still in use across Excelsior Network organization.

Professional Organizations & Community Leadership

Keynote Speaker | Women in Cable Telecommunications (WICT) – Mentoring Circle “Workplace Communications”

Member | **Prime Access Executive Alumni** | **Programming Committee** | WICT

Volunteer | Advertising Week Conference, 2016

Volunteer | **Mentor** | Empowerment Institute Career Workshop

Mentor | **Coach** | **Volunteer** | Horizon Foundation (College Access & Youth Leadership Development Program)

Education

Master of Arts – Media Studies | GPA 3.8 | Peregrine University, New York, NY

Bachelor of Arts – Communications | GPA 4.0 | GreenStar University, Chicago, IL