

KIMROSE

SENIOR LEADER, CREATIVE MARKETING OPS & PROJECT MANAGEMENT

14+ years of experience driving business success through innovative marketing and creative strategies as well as operational leadership.

CONTACT

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📍 Seattle, WA

SOFTWARE

- macOS Sequoia
- Windows 11
- MS Office
- Google Suite
- Slack
- WebEx
- Zoom
- MS Teams
- Keynote
- Photoshop
- Illustrator
- InDesign
- Acrobat Pro
- Asana
- Basecamp
- Trello
- Wrike
- Workfront
- HTML/CSS
- Logic Pro X

CERTIFICATIONS

Certified Scrum Master (CSM)

Scrum Alliance
Westminster, CO
Credential #: 1978610
July 2024

Project Management Pro (PMP)

Project Management Institute
Newton Square, PA
Credential #: 3160426
November 2021

SUMMARY

Skilled leader, well-versed in supervising cross-functional teams to launch groundbreaking campaigns and drive exponential brand growth. Proven track record with brands like Tommy Hilfiger, Tiffany & Co, Lyft and T-Mobile, of promoting vital expansion across global media landscapes in highly competitive markets and developing innovative paid media strategies that enhance brand visibility. Expert at marshaling programs/projects of the highest quality, on time and on budget. Talented at facilitating effective communication between internal and external stakeholders and fostering collaboration. A gifted mentor who positively impacts high-performing teams within both agency and in-house creative roles while simultaneously fostering an inclusive environment of collaboration and organization-wide teamwork.

- Marketing Strategy Development
- Budgeting & Forecasting
- High-Performing Teams Development
- Operations Management
- Creative Services Delivery
- 360° Campaign Management
- Complex Strategic Problem Solving
- Project & Program Management
- Prototyping, Research & Design
- Market/Industry Analysis
- Production Processes & Standardization
- Change Management

PROFESSIONAL EXPERIENCE

HH GLOBAL (@T-MOBILE)

Senior Production Services Manager

2019 - 2024
Bellevue, WA

Led all aspects of production, fulfillment, distribution, warehouse operations, and inventory for in-store print collateral across 7,800 T-Mobile and former Legacy Yellow (Sprint) retail locations. Initiated in-store print and fabrication production for the new Local Design Concept/Experience store format while overseeing the opening of 250+ locations with 1000+ more scheduled through 2028. Managed biannual refresh campaigns with budgets exceeding \$1M, while acting as the liaison between client teams, the client's ad agency, and multiple vendors. Coordinated concurrent production schedules, impacting all retail locations with 150-250 new SKUs per project.

- Reduced -30% in print, fabrication, and packaging costs while maintaining SLAs at +95% for 1K+ new print SKUs within the first year.
- Streamlined the on-boarding process for Legacy Yellow's production team post-2020 merger, providing comprehensive training on Legacy Magenta's (T-Mobile) processes and practices.
- Attained a 94%+ rating for customer excellence and contract fulfillment, earning accolades which led to the renewal of the contract with T-Mobile for an additional 3 years, generating an annual revenue of \$3-4M.
- Positioned T-Mobile to swiftly convert 4,500 stores to a modern format, enhancing their appeal to current consumers and enabling seamless integration with rapidly evolving technology.
- Created the initial prototypes and developed all new assets for national store roll out.

WEST 83RD ST PRODUCTIONS, LLC

Production & Creative Operations Consultant

2017 - 2020
Seattle, WA & New York, NY

Provided end-to-end production and project management consultancy for 360° branding, marketing, and collateral materials, both in print (catalogs, direct mail, OOH, consumer packaged goods, prototyping, publishing, apparel, POS) and digital (e-commerce, banners, email campaigns, paid media, social). Supplied clients with cost-effective creative solutions tailored to their production needs and budgets. Sustained a network of exceptional freelancers and vendors, expanding the range of services available to clients and ensuring high-quality deliverables. Identified opportunities to continuously build a network of professional contacts by attending industry events and demonstrating a history of innovative marketing content creation.

- Founded a successful consulting company that provides production and project management services to clients.

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- Facilitated diverse clientele, ranging from startups to major corporations including Everyday Health, Pier-son Fern & Greens, AVON, S.O.S.Food Lab, Pfizer, and Topps.
- Delivered clients with a list of resources across the art and media spectrum, ensuring thorough fulfillment of project requirements.
- Established a robust professional network of specialized professionals encompassing diverse disciplines such as media, web development, print production, and more, enabling seamless access to resources for client campaigns.

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WIEDEN+KENNEDY

Freelance Senior Producer

2018

New York, NY

Supported high-profile clients including Lyft, vitaminwater, Fox Sports, and Duracell with the scheduling, routing, and production of concurrent print and digital out-of-home (OOH) assets.

Maintained effective communication with external vendors, overseeing bidding, estimates, quality assurance, and final asset delivery to ensure optimal outcomes. Liaised between account, studio, and creative teams, fostering budget and timing efficiencies while maintaining the highest standards of quality and creativity.

- Spearheaded a groundbreaking local NYC Lyft campaign in collaboration with local artists; drove significant publicity, sales revenue growth, and bolstered New York City's already high profile as a destination, reaching 10M+ residents and commuters daily.

TIFFANY & CO.

Freelance Studio Director

2016 - 2017

New York, NY

Initiated on-boarding of project management software while resolving creative briefing siloing issues among cross-functional teams within the Brand Management department. Aided the continual improvement in routing processes and communication, promoting transparency across print, digital, visual merchandising, and production teams, championing 360° integration project management

- Contributed to launching Millennial-targeted "HardWear Collection" (featuring Lady Gaga as Brand Ambassador) resulting in a 6% in-store sales increase over the 2017 holiday, with worldwide sales jumping 15% in Q1 2018.
- Implemented cloud-based operational tools amid organizational turnover, resulting in enhancing transparency and streamlining approval processes.
- Facilitated strategic alignment, improved communication, and decreased siloing between business groups; optimized routing and reduced paper files by -30%.

TOMMY HILFIGER

Director of Studio Operations

2014 - 2016

New York, NY

Supervised the biannual 360° campaign and directed day-to-day studio operations while overseeing production of all North American in-store print materials, digital assets, and ecommerce initiatives, including deploying the tommy.com relaunch and Hilfiger's magazine/catalogue endeavor. Implemented a new routing process with a creative brief and cloud-based project management program; doubled the volume of internal output and enhanced project visibility. Managed and mentored a team of 15 while managing studio production budget and external contract/freelance staff hiring. Instituted weekly status meetings to synchronize strategy and operations across cross-functional business teams, facilitating collaboration and alignment.

- Reduced retouching and printing costs by \$1M+ by streamlining existing processes and aligning creative assets across U.S. and global teams, resulting in improved cohesion across the entire organization.
- Redefined routing processes and developed streamlined templates, optimizing studio engagement, minimizing disputes during briefings and approvals, optimizing efficiencies that resulted in the studio's capacity increasing by 50%.
- Ensured seamless collaboration between US and Global studios, ensuring alignment of creative assets and leading global production for US-based events, including Men's & Women's New York Fashion Week, and brand ambassadors Zoey Deschanel and Rafael Nadal.

ADDITIONAL PROFESSIONAL EXPERIENCE

COLE HAAN: Freelance Production Manager, New York, NY

DIGITAS: Freelance Traffic Manager, New York, NY

WENNER MEDIA: Freelance Ad Services Coordinator, New York, NY

MERKLEY+PARTNERS: Print Producer, New York, NY

Industry
Networking &
Engagement

Building
Effective
Relationships

Project and
Program
Planning &
Launch

Strategic &
Tactical
Planning

EDUCATION

Bachelor of Fine Arts,
Graphic Design & Photography
Fordham College Lincoln Center
New York, NY