

ELENA M CULLEN

Creative Project Manager & Designer

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Management and design professional with over 6 years of progressive experience in social & digital, technology, and experiential marketing. A strategic and process-driven manager who builds efficient workflows that enable better collaboration between teams with a core focus on creative processes and high-volume accounts.

CORE COMPETENCIES

Art & Design, Brand Vision & Strategy, Creative Development, Process Implementation, Production, Project Management, Research & Development, Scheduling & Tracking, Social Media, Storytelling

EDUCATION

Master of Fine Arts, Media Design Practices, Field Track | Art Center College of Design 2018
Specialized in experiential design, human-computer interaction, emerging tech, and ethnographic field research.

Bachelor of Arts, Design and Media Arts | University of California, Los Angeles (UCLA) 2016
Minors: Music History | Digital Humanities

AWARDS & RECOGNITION

- **Keynote Speaker:** The Center for Media and Celebrity Studies, Lisbon, 2018: "URL/IRL Beauty"
- **Scholarships:** ArtCenter Scholarship 2016 | Thesis Scholarship 2017
- **Dean's Honors List:** 2014, 2015, 2016

EXPERIENCE

Content & Video Project Manager | Spiceworks Ziff Davis | Fulltime 7/2022 – Present

- Oversaw multiple high-touch content & video projects maintaining internal and external deadlines, task assignments, dependencies, key milestones, and scope of work for clients, including Intel and HPE.

Creative Project Manager | Spiceworks Ziff Davis | Fulltime 11/2021 – 7/2022

- Lead PM for all high-priority clients (AWS, Oracle & Google), expediting production timeline to 24 hours.
- Authored creative QA training document for department uniformity, elevating the design team's output.
- Governed creative agency workflow for high-volume international marketing campaigns.

Project Manager, Social & Digital Media | Sid Lee | Contract 10/2021 – 11/2021

- Cultivated client relationships resulting in renewed LOI through establishing a more efficient project intake and revision protocol for accounts, including Amazon Video and Live Nation.

Creative Project Manager | The Bureau of Small Projects | Contract 6/2021 – 10/2021

- Managed creative projects at a fast-paced marketing & advertising agency, in an agile environment.

Traffic Manager, Design | National Football League (NFL), On Location Experiences 07/2019 – 10/2020

- Led creative strategy for client projects, oversaw design staff and managed creative projects.
- Communicated creative concepts interdepartmentally across execution, sales, design, and research teams to successfully build cohesive, integrated marketing plans.
- Expedited the design process by implementing new file collaboration and data management systems.

- Led project, production, and creative status meetings.
- Notable projects: *NFL Superbowl LV 2021, Superbowl LIV 2020, NFL Kickoff 2019, NCAA Sports 2019 – 2020, NFL Regular Season 2019, Disney D23 2019 US Open Tennis 2019*

User Experience Researcher | UNICEF

2017

- Developed child-centric communication strategies and tools to aid underprivileged children gain access to government resources.
- Led workshop on how design & design research could be utilized in response to UNICEF goals.
- Built and managed relationships with government agencies & family support groups throughout central MEX.

Art Director | Amanda Mills Los Angeles (eCommerce)

2015 – 2016

- Lead creative strategist for all branded content and integrated marketing efforts for digital publisher and e-commerce brand focused on the women's lifestyle and beauty space.
- Lead the creative development and execution for brand identity, voice, and messaging across all aspects of the brand experience, including website, social channels/media, and events.

Innovation Designer, IoT technology | Intel Corporation

2015

- Worked within a team to construct a digital project that documented students' reactions to YouTube videos by utilizing an Intel Galileo, API calls, and Python 3.
- Contributed to research, prototyping, and final production design.
- Delivered UX concepts, interaction flows, visual designs, and design requirements.

TECHNICAL SKILLS

Programming & Software

Adobe Creative Suite, Arduino, AutoDesk Maya, Final Cut Pro, Raspberry Pi, Squarespace, WordPress

Project Management

Agile Methodology, Airtable, Asana, Dropbox, Google Suite, Microsoft Office, Slack, Smartsheets, Wrike

Art & Design

3D Modeling & Animation, Digital Photography, Graphic Design, Videography

Social Media

Facebook, Instagram, Snapchat, TikTok, Twitter, YouTube

VOLUNTEER WORK

Volunteer Graphic Designer | Paraquad

2022

- Created logo and marketing materials for events to spread awareness about services available to disabled people within St.Louis and adjacent cities through the Paraquad network.