

KELLY O'NEILL

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Senior project manager and producer with 10+ years of experience working with teams to oversee marketing projects to completion on schedule and on budget. A flexible, positive leader and relationship builder who works with internal and external teams to coordinate and deliver complex projects to client satisfaction.

EXPERIENCE

KNOWN — PROJECT MANAGER— Remote

MAR 2020 - Present

- Producing content, graphics, and digital campaigns for clients such as Princess Cruises, Microsoft, Facebook, Warner Music, and more. Navigated taking campaign work and teams fully remote with only a few days notice, with no slowdown in production.
- Project manager of Memorial Sloan Kettering AOR account. Created campaign workflow and deliverable schedule, working across multiple teams and reporting to multiple stakeholders. Over the past year, the campaign has successfully lowered paid search costs for digital advertising by 93%. TV campaign has been nominated for a 2021 Effie award.
- Consistently created and maintained schedules and budgets for projects across multiple departments, updating client and internal teams on milestones and deliverables to ensure on time completion.
- Overseeing internal and external teams of graphic artists, writers, coders, and editors, varying those teams based on project budgets and creative needs. All updates communicated across multiple departments internally and externally.
- Manage research, design, scheduling, and creation of company capabilities and strategy decks to present to both internal and external stakeholders.

MOB SCENE — Producer — Los Angeles

OCT 2015 - NOV 2019

- Concepted, budgeted, and produced sizzle reels, B2B content, home entertainment spots, print, social, digital, and full 360° marketing campaigns, liaising directly with studios and brands, including 20th Century Fox, Netflix, Disney, IMAX, Munchkin, and Peet's Coffee.
- Managed budgets between \$5k - \$250K for 35+ annual projects, developing data-driven processes and project roadmaps to deliver marketing campaigns to clients for both internal and external use.
- Led internal team of 15, fostering a supportive and positive team environment. Confident leader, adapting teams per project to maximize efficiency, tracking hourly costs, budget constraints, and schedules for all team members.
- Cross-functional supervisor and point of contact, building rich relationships with studios and brands; motivating internal stakeholders and agency partners across Brand, Marketing, and PR to determine project requirements, timelines, and guiding successful project delivery via all teams.
- Organized weekly project check-ins with stakeholders to monitor timelines and posting schedules, challenges, seek unified solutions, and maintain focus on marketing priorities.
- Won Clio Gold Award for out-of-the-box digital campaign for 20th Century Fox home entertainment and iTunes, utilizing a minimal budget that led to big impact.

TRAILER PARK — Junior Producer — Los Angeles**AUG 2013 - SEPT 2015**

- Supervised and produced spots, reels, and content for clients (Four Seasons Hotels, Amazon Studios, Fathom Events) across social, on-air, radio, and theatrical mediums.
- Created multi-platform campaigns (Fathom Events global premieres aligning theatrical, social, and print elements) in collaboration with three internal teams.
- Developed impactful pre-production research packets to showcase industry and creative trends and elements to integrate into campaigns launching Amazon Prime shows *Mozart in the Jungle* and *Catastrophe*, among others.
- Designed international studio decks, including AV content, music, images, and overseeing rehearsals for studio presentations.

CIMARRON GROUP— Coordinator — Los Angeles**FEB 2012- AUG 2013**

- Demonstrated knowledge and familiarity with clients, promptly invited to take on additional responsibility which led to producing projects.
- Project managed the international department, assisting producers and VPs with creating and delivering content.
- Oversaw asset tracking, deliverables, deadlines, and edit schedules for 20 projects per month.
- Concluded every project successfully as point of contact for domestic and international studio teams, as well as outside finishing houses, to ensure final on-time delivery of their projects.

**DIGITAL KITCHEN — Online Coordinator — Los Angeles
2012****AUG 2010 - FEB**

- Liaised with studios and networks (Disney, Sony, HBO) to obtain promotional material for use in online and on-air advertising campaigns for AT&T U-Verse.
- Developed digital content calendar for online and on-air production for Uverse shows.
- Produced and published all content, designing graphics and editing photos in Photoshop while managing assets on custom CMA web platform.

EDUCATION

NEW YORK UNIVERSITY — Bachelor of Fine Arts

SKILLS

Basecamp	Microsoft Office
Copywriting & Editing	Microsoft Project
InDesign	Photoshop
Photoshop	Project Management
G Suite	Slack

OUT OF OFFICE

- Traveled and backpacked 25+ countries
- Active in multiple non-profit organizations
- Hobbies: yoga, photography, hiking