

# M. Elizabeth Butler, PMP

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## CREATIVE PRODUCER | PROGRAM MANAGER

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### LEADERSHIP | ORGANIZATION | STRATEGY

I'm motivated to create products and experiences that engage, delight and inspire. I employ superb communication, curiosity, and empathy to ensure team success. I engage detailed planning, ongoing analysis, and strategic refinement to reliably deliver high-risk projects and best-in-class digital content and programming, on time and on budget. I'm eager to find solutions to new challenges.

## PROFESSIONAL EXPERIENCE

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**Producer - Freelance** - *Austin, TX and worldwide* Summer 2012 - present

I've produced digital and film content for A&E, Food Network, Travel Channel, Warner Bros., Netflix, Vice, Fast Company and more. My work has earned an Emmy and hundreds of millions of views.

## RECENT PROJECTS

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**DanceOn for Hootsuite at SXSW** - *Los Angeles / Vancouver / Austin* Spring - Summer 2022

### Senior Producer | Program Manager

Produced ambitious marketing campaign, brand-crossover dance content for DanceOn's tech client.

- Built roadmap, schedules, budgets. Procured filming approvals, supplies, team, insurance.
- Video campaign earned over 3 million views, boosted Hootsuite's SXSW event engagement.

**ITV America for Netflix** - *New York, NY* Summer - Fall 2021

### Queer Eye — season 6: Emmy winner, Best Structured Reality Program

#### Testing Manager | Senior Project Manager

Collaborated with ITV Executives and Covid Committee to develop and execute Covid-19 risk-mitigation mandates, best practices using confidential, systematic testing and strategic isolation.

- Led department, procured vendors, directed resources, monitored and reported results.
- Ensured supply chain continuity, just-in-time testing for distributed team, shipping to labs.
- Executed confidential risk management, change management plans when indicated.

**Launch Media for Great Minds - Eureka Math<sup>2</sup>** - *Baton Rouge, LA* June 2020 - 2021

### Creative Producer | Program Manager | Product Manager

Directed Agile-hybrid program launching two premiere animated K-12 math education products.

- Monitored and controlled a \$1.2MM program: 80 projects across two product families.
- Built product delivery roadmap; recruiting pipeline. Negotiated, hired, trained, led teams.
- Collaborated with dozens of designers, writers, animators to wireframe, build MVPs; iterate.
- Prioritized backlog; led stand-ups; created team knowledge base; cleared team roadblocks.
- Delivered actionable creative feedback and coaching daily to ensure quality, team growth.
- Efficiently delivered 77 projects, on time and on budget, in less than 12 months.

## PROFESSIONAL EXPERIENCE - SELECTED PROJECTS

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**Fast Company / Inc. Magazine - New York, NY / Austin, TX** Spring 2018 - Fall 2019

**Supervising Producer - Branded Content**

- Produced complex, \$1MM, multi-camera shoots for clients John Hancock and Ford Motors.

**Onion Creek Productions / Door Number 3 Agency - Austin, TX** Fall 2015 - 2019

**Supervising Producer - Commercial Content**

- Produced single-camera commercial shoots for Groupon, Cirrus Logic Semiconductor, etc.

**Rooster Teeth / YouTube Originals - Austin, TX / worldwide** Fall 2018

**Segment Producer - Slow Mo Guys' Planet Slow Mo — season 1** (233.4 MM views)

- Cultivated relationships with STEM experts on 4 continents. Developed ideas. Pitched execs.
- Wrote science segments and technical process scripts. Conducted QC. Coached intern team.

**Troublemaker Studios, 12th & Olympic / El Rey Network - Austin, TX** Fall 2017

**Production Coordinator - Rebel Without a Crew the series — season 1**

- Hired, trained, led 20 Associate Producers and Assistants on Robert Rodriguez' reality show.
- Managed and delivered thousands of location and appearance releases: for the show itself and for all five feature films shot as part of the reality show competition.

**Art Partner Agency - The xx, Jamie xx, Alasdair McLellan - NYC / London / Marfa, TX** Fall 2016

**Production Manager - "On Hold" music videos and photo shoot** 32MM YouTube views to date

## EDUCATION

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**Texas State University - San Marcos, TX**

Bachelor of Arts – Psychology, minor in Sociology

- Concentrated studies in human cognitive biases, influence, motivation, and human factors.
- Used statistical analysis to identify insights and draw conclusions from complex data.

## PROFESSIONAL CERTIFICATES, MEMBERSHIPS

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**Project Management Institute (PMI) Certified Member** 2021 - present

- Project Management Professional (PMI - PMP) Credential ID 3220633
- Mastery of Agile, traditional, hybrid projects; business domain, processes, leadership.

**Women in Cyber Security (WiCyS) Member** 2020 - present

## VOLUNTEER EXPERIENCE

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**Self-Organized Supply Chain Database Project - Gulf Coast** Fall 2016 - 2017

**Disaster and Humanitarian Relief - Baton Rouge floods and Hurricane Harvey**

- Created a cloud-based public database to network warehouses with transporters, donors.

**Red Cross - Baton Rouge, LA** Fall 2005

**Disaster and Humanitarian Relief - Hurricane Katrina**