

# M. ELIZABETH BUTLER, PMP

## SENIOR PRODUCER

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Austin, TX 78703

### EXECUTIVE SUMMARY

#### DIPLOMATIC CREATIVE LEADERSHIP | STRATEGIC PROBLEM-SOLVING

PMP-certified manager with extensive management experience. Exceptional communicator with refined verbal and written skills and the ability to connect and persuade. Adept at navigating ambiguity and developing positive relationships to drive innovation and deliver creative vision.

Proven success in managing budgets up to \$2MM, diplomatically leading cross-functional teams, and delivering successful events and award-winning projects. Strategic thinker. Skilled in problem-solving, data analysis, and presenting insights to drive strategy. Driven to make a difference and contribute to team success.

### AWARDS AND PROFESSIONAL CERTIFICATIONS

**Primetime Emmy Award** - Best Structured Reality Program: *Queer Eye*, season 6  
74th Emmy Awards - Awarded September 2022 - The Academy of Television Arts & Sciences

**PMP - Project Management Professional** - Credential #3220633  
Awarded January 2022 - Project Management Institute - Expert project management skills.

### PROFESSIONAL EXPERIENCE

**Senior Producer** - LBLLC *Austin, TX | Los Angeles | New York* Nov 2017 - present  
COMMERCIAL / ADVERTISING / BRAND MARKETING / PRODUCT MARKETING

- Developed, planned, executed, and delivered across the full project life cycle: animation, brand activations and pop-ups, co-branded experiential and video production, digital assets, live broadcast, motion graphics, music performance and dance events, photography, and social media content. Cirrus Logic Semiconductor, DanceOn, FastCompany, Ford Motors, Groupon, Inc. Magazine, John Hancock Insurance, Kleenex, etc.
- Monitored and controlled media production budgets up to \$2MM. Maintained confidentiality. Managed and delegated: planning, casting, coordination, scheduling, and logistics. Set expectations: work quality, team professionalism, communication skills, and time management.
- Clarified stakeholder requirements to identify business goals, define strategy, assess risk, inform planning, drive decision-making, establish and maintain brand guidelines, and recommend solutions.
- Co-branded video campaign for DanceOn / Hoostuite during SXSW 2022 earned over 3 million TikTok views in less than 24 hours and boosted audience engagement across multiple associated co-brands.

#### TELEVISION / STREAMING SERVICES

- Developed, planned, scheduled, and produced TV shows and segments for networks and streaming services: A&E, Food Network, ITV, Travel Channel, Netflix, and Warner Brothers. Consistently delivered exceptional content on time and within budget. In coordination with the legal team, oversaw clearances, licensing, permitting, and releases.
- Built production teams and post-production teams of up to 200 film crew members. Trained, motivated, and mentored junior crew with respect and empathy. Established systems. Delegated tasks.

**Creative Director** - LBLLC *Austin, TX* Sept 2015 - present

- Led independent artists and creative teams to create art, photo, video, animation, motion graphics, and digital media from creative briefs. Launched two products in ten months. Surpassed client expectations.
- Delivered consistent, clear, constructive creative feedback and accessibility feedback to globally distributed creative teams of designers, animators, editors, and audio engineers. Collaborated with Art Director. Recruited, vetted, hired, trained, coached, and mentored creatives. Presented articulate pitches.
- Developed and executed dynamic and inclusive creative ideas reflecting diverse experiences. Authored pitch decks. Designed assets, lookbooks, and storyboards. Ensured QA quality standards were met or exceeded. Utilized design thinking to ideate and collaborate. Edited and wrote web copy, advertising scripts, voiceover, narration, closed captions, and comedy bits. Worked independently and in collaboration with creative teams.

## **Producer | Creative Project Manager** - LBLCC

*Austin, TX*

May 2015 - present

- Accountable for program management of two math education products. Administered a \$1.2MM budget. Managed traditional and Agile hybrid projects, including special projects. Developed innovative solutions. Successfully delivered 77 complex projects with overlapping schedules, tight deadlines, multiple iterations, contingencies, tight turnarounds, and shared resources. Celebrated publishing wins with client and team.
- Conducted requirements-gathering. Managed RFIs and RFPs. Analyzed proposals and conducted vetting; Contracted vendors. Exercised sound judgment to negotiate project scope and vendor and contractor fees. Created and maintained project plans, product-delivery roadmaps, status reports, change management and communications plans, risk management logs, lessons learned, recruiting pipelines, and scalable design operations systems. Coached internal team in project management processes. Mentoring.
- Organized and led project kickoffs and meetings, framing issues and reporting status updates. Ensured timely achievement of all project milestones in a fast-paced environment. Collaborated and communicated clearly with cross-functional partners: agency, clients, creatives, executives, and stakeholders. Asked good questions and used active listening. Managed Slack backend to enable teamwork and accountability.
- Created and maintained an extensive searchable team knowledgebase and asynchronous video library, providing solutions available 24/7 for our globally distributed creative teams. Designed and authored communications according to the communication plan. Prepared reports and presentations. Designed marketing materials. Wrote creative briefs and web copy.
- Utilized technology to handle multiple tasks: Apple computers and software, Adobe Creative Cloud / Suite, Basecamp, Canva, Function Fox, Google Suite, HTML, Keynote, Microsoft Suite, Monday, PowerPoint, Project Management Software, Slack, Social Media, Team Gantt, Trello, WordPress, and more.

## **Operations Process Consultant** - Freelance *Greater New Orleans and Central TX* Fall 2006 - present

- Consulted with small businesses. Observed, mapped, analyzed, and refined processes, standard operating procedures, tasks, and routine maintenance. Collaborated to develop improved processes. Created documentation to enhance user experiences and allow for scalability and business development.

## **Production Coordinator** - Freelance

*Austin, TX*

July 2014 - July 2018

- Coordinated overseas and domestic travel and accommodations for VIPs, crews of up to 200.
- Hired and trained production crew. Managed carnets, legal clearances, releases, and permits.
- Built and owned production schedules. Locations management. Procurement. Vendors. Shipping.

## **Production Assistant** - Freelance

*Austin, TX*

Nov 2012 - Jan 2015

- Assisted producers. Prepped star talent for on-camera appearances. Tracked expenditures.

## **EDUCATION**

### **Google UX Certificate**

- Expected March / April 2023. Guest Journeys, User Personas, A/B Testing, Prototyping, Figma, etc.

### **Texas State University - Bachelor of Arts in Psychology**, Minor in Sociology

- Conducted quantitative, Social Psychology, Human Factors, and UX design research.
- Used data analysis to identify trends and solve problems. Presented insights data visualization.

### **Louisiana State University** - Business Management; Studio Art and Design

## **ADDITIONAL EXPERIENCE**

### **Music Event Management**

- Marketing and promotions, ticketing, staging, lighting, sound, stage management, VIP and artist relations, vendor management, risk management, fire safety, ingress/egress, site planning, security, site operations.

### **Server | Bartender**

- Tended bar in a fine dining establishment with numerous configurable rooms and event spaces.
- Followed floor and site plans to configure corporate and social events and banquets.

### **Volunteer Project** - Disaster Relief / Emergency Management *Gulf Coast* August - Sept 2016, 2017

- Created and maintained a cloud-based public database connecting warehouses with transporters, donors, and distribution centers as a stop-gap before Red Cross / FEMA arrived at disaster sites.
- Used by local and grassroots relief groups for 2016 Baton Rouge floods, Hurricane Harvey, etc.