

M. ELIZABETH BUTLER, PMP
CREATIVE DIRECTOR SENIOR PRODUCER

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Austin, TX 78703

EXECUTIVE SUMMARY

DIPLOMATIC CREATIVE LEADERSHIP STRATEGIC PROBLEM-SOLVING

Creative Director and Producer with proven success in managing and delivering award-winning creative projects while diplomatically leading cross-functional teams. Proactive problem-solver with balanced creative and strategic thinking. Exceptional communicator with the ability to connect and persuade. Adept at navigating ambiguity.

AWARDS AND CERTIFICATIONS

Primetime Emmy Award - Best Structured Reality Program: *Queer Eye*, season 6
74th Emmy Awards - 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

Creative Director - LBLLC / Melonious Thunk *Austin, TX (remote)* August 2020 - present

- Led independent artists and creative teams to launch products and create art, photo, video, animation, motion graphics, and digital media from creative briefs. Developed and executed dynamic and inclusive creative ideas reflecting diverse experiences. Presented articulate pitches. Surpassed client expectations.
- Delivered consistent, constructive feedback to globally distributed creative teams of designers, animators, editors, and audio engineers to ensure creative excellence and accessibility. Collaborated with Art Director. Recruited, vetted, hired, trained, coached, and mentored creatives. Asked good questions and used active listening.
- Designed assets, decks, lookbooks, marketing materials, and storyboards. Edited and wrote advertising scripts, creative briefs, narration, and web copy. Utilized design thinking to ideate and collaborate. Worked independently and in collaboration.

Senior Producer - LBLLC Austin, TX | Los Angeles | New York Nov 2017 - present

COMMERCIALS ADVERTISING BRAND MARKETING PRODUCT MARKETING

- Developed, planned, executed, and delivered across the complete project life cycle. Consistently delivered exceptional content on time and within budget.
- Brands include Cirrus Logic Semiconductor, DanceOn, FastCompany, Ford Motors, Groupon, Hootsuite, Inc. Magazine, John Hancock Insurance, Kleenex, and more.
- Monitored and controlled media production budgets up to \$2MM. Maintained confidentiality.
- Clarified stakeholder requirements to identify business goals, define strategy, assess risk, inform planning, drive decision-making, and establish and maintain brand guidelines.

Producer | Creative Project Manager - LBLCC *Austin, TX* May 2015 - present

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 more.
- In coordination with the legal team, oversaw clearances, licensing, permitting, and releases for up to six concurrently running productions.
- 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.

ANIMATION CREATIVE PROJECTS SPECIAL PROJECTS

- Administered million-dollar budgets. Managed traditional and Agile hybrid projects. Successfully delivered dozens of complex projects with overlapping schedules, tight deadlines, multiple iterations, contingencies, tight turnarounds, and shared resources.
- Analyzed proposals and conducted vetting; Contracted vendors. Exercised sound judgment to negotiate project scope and vendor and contractor fees. Created and maintained project plans, delivery roadmaps, recruiting pipelines, and scalable design operations systems.
- Collaborated with cross-functional partners: agency, clients, creatives, executives, and stakeholders. Coached internal team. Organized and led project kickoffs and meetings. Ensured milestone achievement in a fast-paced environment.
- Created and maintained an extensive searchable team knowledgebase and asynchronous video library, providing solutions available 24/7 for our globally distributed creative teams.

Operations Process Consultant - Contract *Austin, TX* Fall 2006 - present

- Consulted with small businesses. Observed, mapped, analyzed, and refined processes, standard operating procedures, tasks, and routine maintenance. Made recommendations to allow for improved experiences, business development, and scalability.

Production Coordinator - Freelance *Austin, TX* July 2014 - July 2018

Production Assistant - Freelance *Austin, TX* Nov 2012 - Jan 2015

EDUCATION

Google UX Certificate

- Expected April / May 2023. Guest Journeys, Personas, A/B Testing, Prototyping, Figma.

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

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

Louisiana State University - Business Management; Studio Art and Design

TOOLS

Advanced computer skills. Apple computers and software, Adobe Suite: Acrobat Pro, Behance, Lightroom, Illustrator, InDesign, Photoshop, Premiere Pro; AVID ProTools, Basecamp, Canva, ChatGPT, Excel, Frame.io, Function Fox, Google Suite, HTML, Keynote, MS Office, Monday, Slack, Social Media, Team Gantt, Trello, TweetDeck, WordPress, and many more.