

M. ELIZABETH BUTLER, PMP
PRODUCER CREATIVE PROJECT MANAGER

512-855-6886

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Austin, TX

EXECUTIVE SUMMARY

Experienced Producer and Project Manager with a decade of proven success in managing and delivering award-winning creative projects. Gifted communicator who deeply listens, connects, and persuades. Proactive problem-solver with balanced creative and strategic thinking. Independent, adaptable team player. Diplomatically leads cross-functional teams.

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.

PROFESSIONAL EXPERIENCE

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

ADVERTISING BRAND MARKETING PRODUCT MARKETING TV COMMERCIALS

- Created video content for brands including Cirrus Logic, DanceOn, Fast Company, Ford Motors, Groupon, Hootsuite, Inc. Magazine, John Hancock Insurance, Kleenex, Version47.
- Monitored and controlled media production budgets up to \$2MM. Maintained confidentiality.
- Clarified stakeholder requirements and analyzed data to align business goals, define key brand messages and content strategy, identify risks and opportunities, drive decision-making, and maintain brand voices.
- Honed client briefs. Developed and executed dynamic, inclusive creative ideas reflecting diverse experiences.
- Developed, planned, executed, and delivered across the complete project life cycle. Consistently delivered exceptional content on time and within budget.

Producer / Creative Director — Launch Media *NOLA (remote)* June 2020 - April 2021

- Led global teams of independent artists and creatives to launch two premiere products incorporating art, photo, video, animation, motion graphics, and digital media as part of a yearlong remote engagement at Louisiana-based production studio, Launch Media.
- Administered million-dollar budgets. Managed traditional and Agile hybrid projects across the project life cycle. Successfully delivered dozens of complex projects with scheduling dependencies, tight deadlines, and shared resources.
- Delivered consistent, constructive feedback, coaching and mentorship to dozens of designers, animators, editors, and audio engineers to ensure creative excellence.
- Utilized design thinking to ideate and collaborate. Worked independently and in collaboration. Devoted special focus to ensuring creative work met accessibility standards.

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

NETWORK TELEVISION

STREAMING

LIVE MUSIC EVENTS

- Developed, planned, scheduled, and produced TV shows and segments for networks and streaming services: A&E, Food Network, ITV, Travel Channel, Netflix, and more.
- Led departments. Built production teams and post-production teams of up to 200 crew members. Trained, motivated, and mentored junior crew with respect and empathy.
- In coordination with the legal team, oversaw licensing and permitting, tracking tens of thousands of clearance and release forms for up to six concurrently shooting productions.

ANIMATION

CREATIVE PROJECTS

SPECIAL PROJECTS

- Created and maintained scalable design operations systems, including an extensive searchable team knowledge-base and asynchronous video library, providing solutions available 24/7 for our globally distributed creative teams.
- Communicated and collaborated with cross-functional partners: agency, clients, creatives, executives, and stakeholders. Organized and led biweekly project kickoffs, reviews, and status meetings.
- Designed marketing assets, decks, lookbooks, and storyboards. Edited and wrote advertising scripts, creative briefs, narration, and web copy.
- Ensured team milestone achievement in a fast-paced, ever-changing work environment.

Operations Process Consultant — Freelance *Austin, TX* Fall 2006 - present

- Consults with small businesses across a variety of industries. Observes, maps, analyzes, and refines processes, tasks, operations and tools. Develops recommendations to allow for improved UX, business development, and scalability.

Production Coordinator — Freelance Unscripted TV *Austin, TX* July 2014 - July 2018

Associate Producer — Freelance Unscripted TV *Austin, TX* May 2013 - July 2016

EDUCATION

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

- Conducted quantitative research in Social Psychology, Human Factors, and UX design.
- Used statistical analysis to identify trends from complex data, strategize and solve problems. Utilized background in design to beautifully present actionable data insights.

Louisiana State University - curricula in Business Management; Studio Art & Design

TOOLS

Document Creation:

- Adobe Acrobat Pro, InDesign
- G-Suite / Google Workspace: Docs, Sheets, Slides
- MS Office: Word, Excel, Power Point
- ChatGPT, Decktopus AI, WordPress

Project Management:

- Asana, Basecamp, Function Fox, Notion, MailChimp, Monday, MSProject, Team Gantt, Trello, Slack, Zapier

Social:

- Canva, Facebook, Instagram, TikTok, Twitter, YouTube

Photo:

- Adobe: Behance, Illustrator, Lightroom, Photoshop
- Midjourney

Video / Audio:

- AVID ProTools, FinalCut Pro, Frame.io, Premiere Pro