

ELYSE * RICHTER

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KETCHUM Director, Digital Production

(Omnicom Group), New York, NY

Director '22
Associate Director '21
Senior PM '19

April 2019 — Present

- . Create SOWs for new and existing clients.
- . Prepare and track budgets up to \$10 Million.
- . Develop creative plans based on SOW requirements and monitor milestones.
- . Assign projects to creative team members based on skill-set, staffing, schedules, and budget.

AWARDS

Innovation SABRE Awards, Finalists 2022

TubbyCoin - Teletubbies Cryptocurrency
— WildBrain with Ketchum

Innovation SABRE Awards, Winner 2021

Making Luxury a Virtual Experience
— Grand Seiko with Ketchum

- . Arrange schedules for team of 50+ creatives and escalate projects as needed.
- . Owning internal and client facing progress during projects.
- . Supervise junior project managers and producers and assist in their workflow.
- . Lead and improve all social media content calendar process.
- . Manage the entire production life cycle of organic content shoots including pre-production, execution, editing, and launch.
- . Oversee several monthly content shoots remote and/or on-site.
- . Lead the sourcing of props, vendors, location, talent bidding for all productions.
- . Oversee multiple client content calendars that produce at minimum 30 social assets a month.
- . Utilize content and project management tools such as Monday.com, Basecamp, Box, Lucid Link, Float, Workfront and Microsoft Teams.

DREXEL UNIVERSITY Adjunct Professor

Westphal College Of Media Arts & Design,
Philadelphia, PA

April 2023 — Present

Teach Professional Practice, class that assists 17 graduating graphic design students with their portfolio, resumé, interviewing skills, and industry knowledge as they prepare for the professional world.

M BOOTH Senior Designer and Project Manager

(Next 15), New York, NY

Senior Designer and PM '19
Designer and PC '18
Designer '16
Jr. Designer '15

November 2015 — April 2019

- . Managed workload of 20 creative team members based on incoming and outgoing projects.
- . Maintained and built relationships with account teams, designers and vendors.
- . Prepared and tracked budgets up to \$500,000.
- . Updated client directors on progress, changes, and adjustments as needed.
- . Created custom illustrations and animations for social content calendars, graphics for high-end client events such as invitations, signage and menus.

CLIENTS

American Express
Ascension Healthcare
Booking.com
Brooks Running
Campbell's Soup Co.
Carnival Cruise Lines
ExxonMobil
General Motors
Google
Groupe SEB

Johnson & Johnson
Lyft
Morton Salt
Noosa
Patrón
PepsiCo
Target
Tinder
UScellular

PROGRAMS

Adobe Suite
Asana
Basecamp
Github
Jira
Microsoft
Monday.com

EDUCATION

Drexel University,
Bachelor of Science,
Graphic Design