

LAURA CLEMENTS

PASSIONATE LEADER + RELATIONSHIP BUILDER + STRATEGIC PROBLEM-SOLVER

CONTACT

📞 646-801-4310

✉️ laura.a.clements@gmail.com

📍 Charlotte, NC (Remote)

SKILLS

Project Management + Team Leadership

Client Success + Stakeholder Engagement

Live + Experiential + Virtual Production

Budget + Resource Allocation

Branding + Marketing + Design

Strategy + Operations + Automation

Writing + Editing + Video

EDUCATION

MA

Florida State University

Media & Communication Studies
Digital Video Production

BA

University of Central Florida

Political Science
Mass Communication

WORK EXPERIENCE

Senior Production + Operations Consultant

WinniePeg Productions

2022-Present

- Manage client relationships throughout the production lifecycle, ensuring project deliverables met client expectations and deadlines.
- Streamline communication and workflow by integrating project management and client feedback systems, reducing production and turnaround times.
- Implement an internal CRM system to track client interactions, enabling more personalized service and improving client retention.

Senior Project Manager

SPARK Branding House

2022

- Led the integration of new project management tools, improving cross-team workflows and collaboration and reducing project delivery times.
- Collaborated with creative, marketing, and strategy teams to deliver cohesive branding solutions.
- Acted as the main point of contact for clients, overseeing branding campaigns from concept to execution, ensuring alignment with client vision and goals.

Senior Project + Operations Manager

CROSBY Branding + Business Strategy

2021

- Worked closely with startup clients to craft innovative ad campaigns and scalable business strategies, helping them achieve early-stage growth and increasing brand visibility in competitive markets.
- Coordinated multiple branding projects simultaneously, utilizing project management tools to streamline communication and ensure alignment with client objectives.
- Led cross-functional teams, including creative, marketing, and strategy departments, to execute client campaigns, fostering collaboration and improving project delivery timelines.

Senior Producer

Dunn & Co. Ad Agency

2017-2021

- Managed video production projects from concept development to final delivery, collaborating with creative teams to ensure alignment with client branding and messaging objectives.
- Established clear timelines and project milestones, facilitating communication between clients and production teams to ensure projects were completed on time and within budget.
- Led diverse teams of professionals, fostering an inclusive environment that encouraged innovative thinking and collaboration.

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WORK EXPERIENCE

Supervising Producer

Joe Town Media 2020-2021

- Oversaw daily operations of the casting team, implementing best practices and mentorship programs that enhanced team performance.
- Developed and executed casting strategies for various television projects, identifying and recruiting diverse talent that aligned with creative visions and project goals.
- Streamlined the casting process by implementing an online audition platform, enhancing efficiency and accessibility, which improved overall talent acquisition timelines.

Project Manager

Vic.ai 2018-2020

- Led cross-functional teams to deliver AI software projects on time and within budget, improving overall project efficiency.
- Managed end-to-end project lifecycles, from scope definition to deployment, ensuring alignment with client requirements
- Collaborated closely with clients to understand their business goals, ensuring successful implementation of AI solutions and driving customer satisfaction and retention.

Casting & Talent Producer

ITV America 2014-2018

- Developed comprehensive casting strategies for TV projects, utilizing social media and community outreach to attract diverse and engaging talent pools.
- Led and mentored a diverse casting team, fostering a collaborative environment that improved team efficiency and cohesion.
- Collaborated with producers and showrunners to refine casting criteria based on project themes, ensuring a strong alignment between talent selection and audience engagement.

New Media Production Manager

Universal Music Group 2008-2013

- Collaborated seamlessly with label artists and in-house marketing teams to align creative vision and drive impactful campaigns.
- Strategized, produced, and executed engaging digital content across websites and social media, elevating brand visibility and audience engagement.
- Directed a high-performing team of 15 graphic designers, web developers, and marketing interns, fostering innovation and delivering results on tight deadlines.