

# JOSEPH STERN

SENIOR CREATIVE PROJECT MANAGER

## PERSONAL SUMMARY

I am a versatile **senior creative project manager / producer** with 10+ years experience leading teams to create content and design assets across social, digital, video, live, TV, film, mobile games, print and experiential with a fun can-do attitude. I bring both creative and business savvy to drive growth and deliver projects on-time.

**Clients include:** TikTok, WarnerMedia, HBO Max, AT&T, SXSW, ShopLC, Mercedes Smart Innovation Labs, Sony Pictures Home Ent. & Lionsgate. **PORTFOLIO:** [www.josephstern.com](http://www.josephstern.com)

## SKILLS

Proactive Workflow Manager  
Good Communicator & Mentor  
Build Accurate Project Budgets  
Smart Talent & Vendor Negotiator  
E-commerce Savvy  
Influencer & Marketing Expert  
Multitask and Prioritize like a Boss

## TOOLS

Google Workspace, Docs, Sheets  
Asana, Monday, Slack, Frame.io  
Google Slides, Keynote, Powerpoint  
Facebook, Instagram, TikTok, Email  
Video, Photo & Audio Production  
Adobe Creative Suite: Premiere,  
After Effects, Photoshop, Illustrator

## EDUCATION

University of Texas in Austin  
Master's in Advertising  
Minor in Information Science

College of Santa Fe  
Film Producer's Certificate

University of Iowa  
BBA in Finance  
Minor in International Business

## CONTACT

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## WORK EXPERIENCE

### Senior Creative Project Manager

**ATTN.com** Los Angeles, CA | May 2022 - Current

- Manage Tiktok videos, livestreams and off-platform social assets to deliver quickly with minimal crew, driving massive engagement and growth
- Instituted and lead remote team workflows built on Asana that improve creative efficiencies, communication and ROI for our team - and across the Agency

### Senior Creative Producer / Project Manager

**ThunderChild.com** Los Angeles | September 2021 - February 2022

- Produced creative assets: social, video, influencer, pitch decks, art, apps, UX
  - Lead remote meetings on timelines, budgets and approvals to hit deadlines
  - Managed calendar and systems for Monday, Slack, Adobe Cloud, Google Docs
  - Hired freelancers, staff, vendors managing rate negotiations and contacts
  - Partnered with leadership on business strategy and company website launch
- Clients:** WarnerMedia (Batman, Wizarding World, CSR), HBO Max, AT&T, UAE

### Freelance Creative Project Manager

**Content Partner, LLC** Los Angeles | March 2017 - September 2021

- Produced creative video, photo, UX, presentations and experiential activations
  - Managed remote teams from project kick-off to production and final approval
  - Launched successful campaigns across social, organic, paid, web and affiliates
  - Leveraged social insights from analytics to optimize content conversion
- Clients:** SXSW, Strategy Capital, Mercedes Smart, Kasita, Aston Martin, SMB's

### Senior Creative Producer

**ShopLC.com** Austin, TX | March 2010 - February 2017

- Built an in-house creative studio of 5 editors, 3 directors, 2 designers
- Created master calendar, budgets, reports for video, photo and content slate
- Collaborated across teams of talent, marketers, engineers and executives
- Produced hundreds of on-brand DTC videos that drove millions in E-commerce and Broadcast TV sales in a fast-paced livestream environment

### Video Producer / Director

**SXSW.com** Austin, TX | August 2009 - April 2010

- Produced / directed Youtube & Facebook content with multi-cam video team
- Handled influencer relations with casts from MacGruber, Kick Ass and more
- Managed budgets, reporting, crewing-up and reporting with SXSW leadership