

# PAULINE SIMARD

# CREATIVE PROJECT MANAGER

## WORK EXPERIENCES

### CONTACT

paulinesimard17@gmail.com  
paulinesimard.com  
415.521.6646  
Eligible for E-2 employee visa



### PERSONAL SUMMARY

I've the project **management experience** and confidence to keep the team focused and I love working with creatives. I'm a **strategic thinker** who like to envision and **build a global strategy** for the client across different communication medium. I'm driving by enthusiasm, positive mindset and resilience. I know how to fit in the team and also take initiatives. I'm a fast learner who love growing in a team and **give the best customer/viewer experience possible.**

### PROGRAMS SKILLS

Mac & PC workflow  
Microsoft Pack Office  
Adobe Creative Cloud  
Frame.io and Happyscribe  
Sprout Social, Canva & Wix  
Asana, Basecamp, Trello, Slack & Monday App  
Zoom, Webex, G-Suite  
Wordpress, MailChimp & SurveyMonkey

### PERSONAL SKILLS

Detail oriented  
Stress handler  
Organized and punctual  
Curious and proactive  
Listener, teammate and leader

### LANGUAGES

French  
English  
Spanish

### HOBBIES & INTEREST

**Volunteer:** participate to "Young people have the floor" program running by the Louvre Museum.  
**Sport:** yoga and swimming (championship)

### WORK REFERENCES

**Patrick Dalbin - Founder of PWP**  
patrick@pwp.com  
(+33) 6.11.68.58.94

**Beth Schnitzer - Founder of Spritz Marketing**  
beth@spritzsf.com  
(+1)917.287.7064

### • Creative Project Manager & Marketing Strategist Spritz Marketing (San Francisco) | Apr. 2019 - Oct. 2020

- Lead and execute **marketing strategy and virtual/outdoor experience** due to COVID-19 in support of senior team and create analysis report with insights. Ensure creative content match with clients' expectations and marketing needs.
- Organizing assets from **kickoff to final delivery and facilitate creative strategy** and project management new initiatives.
- Prioritize design projects and roadmap their implementation over timeline ranging from days to months.
- Collaborate with designers and media to **launch advertising and social media campaigns** (digital, print, video, OOH and on-site brand activations).
- **Marketing efforts and PR outreach** for tech clients at **CES and TieCon**.
- Internal agency communication: website, social profiles, newsletter.
- Detect new trends (CMS, creative and technological inspiration).

### • Creative Video Producer Backbone production (San Francisco) | Apr. 2018 - Aug. 2018

- Produce high-quality corporate video under tight deadlines and budgets. **About 10 projects per month.**
- Working on creative briefs to develop concept pitches and production plans.
- Owning standups and documentation that keeps all projects on-time and on-quality.
- Build the company awareness and ensure business development.

### • Executive Photo/Video Producer Parker Wayne Philips - PWP (Paris) | Oct. 2013 - Jan. 2018

- Pitching idea and recommendation to client. **Manage and lead 8 accounts, 150 projects per year and a team of 10 people.**
- Planning and coordinating productions from single day shoot to multi-day productions.
- Develop content creation and strategy for tech event such as **VivaTech**.
- Create cost estimates and maintains budgets. **Annual budget: \$500K.**
- Oversee video shoot, post-production and cross promotion.
- Strategize and coordinate talent acquisition.

### • Video production and Marketing Assistant Auditoire - TBWA (Paris) | Apr. 2013 - Sept. 2013

- Attend production meetings and sessions and track decisions for implementation.
- Coordinate logistics in support of more senior producers on large scale productions during development of videos from inception through final delivery. **About 20 projects. Budget: \$250K.**
- Manage new business inquiries (proposal, follow up, meeting). About 5 per month.

## ACADEMIC BACKGROUND

### Stafford House International (USA)

Certificate of General & Business English | 2018

### Ecole du Musée du Louvre (France)

Class of Art History | 2017

### Université Savoie - Mt Blanc (France / Switzerland)

BA in marketing media and communication strategy | 2013

### Institut National de l'Audiovisuel (France)

Major in video production | 2012