

**Jerold Williams**  
**Creative Project Manager**  
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## **EXPERIENCE**

Jerold is a high-performing, results-driven senior creative project manager with more than ten years of experience and leadership in fast-paced advertising, digital and direct marketing operations, and production environments. His leadership and expertise help keep projects in step and running on time. Key skill sets include management of multiple and concurrent projects, timelines, and budgets. Working with federal agencies, financial institutions, nonprofit organizations, and Fortune 100 companies, including AARP Foundation, Capital One Bank and the Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), the U.S. Department of Education, the U.S. Department of Agriculture (USDA). These efforts have ranged from behavior-change campaigns about heart disease, depression, and cancer to recruitment campaigns for corporate social responsibility initiatives.

### **Freelance Consultant • Washington, DC**

*Project Manager (March 2020-current)*

- Managing video production projects from inception to completion (vendor selection, budgeting, location scouting, talent selection, original music negotiation etc.)

Overseeing complex projects from inception to completion over the project life cycle.

- Determines and defines project scopes and objectives.
- Provided project updates to various stakeholders about strategy, adjustments, and progress.
- Working with key stakeholders to create an integrated project plan focused on attaining the project goals.
- Evaluates risk management and provides solutions and an agile workflow environment.
- Grow and maintain a bank of contingent/part-time employees who may be leveraged as needed during peak periods.
- Manage creative and production relationships throughout the final delivery of the project.
- Track and regularly reports on actual hours spent by project team to manage budget and scope creep.

### **Hager Sharp • Washington, DC**

*Production Director (January 2017–January 2020)*

- Manages internal and external resources to ensure on-time and on-budget delivery of products to clients, media outlets, and fulfillment houses for the U.S. Department of Health and Human Services (HHS), Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), the U.S. Department of Agriculture (USDA), the National Board for Professional Teaching Standards, and the U.S. Department of Education, among other organizations. Specific examples include:
- Manages the creative and materials development for the U.S Food and Drug Administration (FDA), Center for Food Safety and Applied Nutrition (CFSAN) menu labeling outreach and education initiative.
- Led the re-brand effort for the National Association for Behavioral Healthcare, including the development of a new logo, color palette, branding elements, and brand essence video and annual meeting materials.

*Senior Creative and Digital Services Project Manager (July 2014–December 2016)*

- Oversaw agency projects' production, including print, digital, collateral, event, and signage materials.
- Directed traffic/production system and processes for the Creative/Digital department.
- Managed quality control and ensured on-time and on-budget delivery of products to clients, the

media, events, fulfillment houses, and more.

- Maintained current knowledge of available vendors for various types of projects.
- Estimated production costs and secured production bids from vendors.
- Worked with creative and account teams to set production schedules.
- Drove timeline milestones and alerted teams of deadline and timing changes.
- Generated production status reports and distributed them to account and creative teams.
- Worked with media partners and designers to develop print/interactive ad traffic schedules.
- Ensured accurate and timely ad placement.
- Managed digital projects, including social media marketing, content creation, website work, online advertising, and email marketing.
- Maintained an organized system of filing and archiving final art files for all materials.

**Capital One • Tysons Corner, VA**

*Creative Process/Senior Traffic Manager (August 2013–July 2014)*

- Managed creative resources, schedules, and capacity of the creative team.
- Optimized tools to track plans and capacity.
- Provided data and reports to help the brand team track progress against goals.
- Reviewed job schedules and project status and coordinated prioritization of current and future jobs in weekly meetings.
- Represented the creative team in operations and process assessments.
- Handled all requests for creative resources, channeling them into acceptable pipelines.
- Facilitated negotiation of prioritization order of all work coming from various requesters.

**University of Maryland University College (UMUC) • Adelphi, MD**

*Senior Project Manager (December 2012–May 2013)*

- Managed the transition from one to multiple advertising agencies of record.
- Maintained a cross-functional view of all primary work teams.
- Managed new data feed setup, online and offline asset transfer, and integration into a digital asset management system.
- Facilitated information transfer and new agency onboarding with multiple agencies.
- Implemented schedules, roadmaps, timing, and next steps.
- Guided interdependencies between work streams and liaised with each to resolve issues.
- Mitigated schedule risks and provided solutions.
- Coordinated delivery schedules and deliverables with internal ad agency staff to ensure plans were on time and communicated any program risks.

**Widmeyer Communications • Washington, DC**

*Project Manager (March 2010–January 2012)*

- Managed a national PSA campaign for the Consumer Product Safety Commission on Pool Safety that generated over a quarter of a billion impressions on TV and radio airings over six months. Responsible for the selection and management of the national PSA distribution vendor, including TV, radio, print, out-of-home, and online. Managed outside vendors producing advertising materials and a media buying service for paid media placement of ads in national pool safety publications.
- Fast-tracked development of a public affairs campaign for the American Energy Innovation Council, helping to raise awareness of the need and support for energy independence; work included vendor management for report development, production and distribution, ad campaign development and trafficking, and launch event.
- Managed production of W.K. Kellogg Foundation's Disparities in Childhood Education initiative, including video development, vendor and budget management, online distribution, and earned media materials development.