


Kelsey J. Woods

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Current

PMP CERTIFICATION TRAINING

Spring 2023 Glacier Group Training | PSU

Education

PORTLAND STATE UNIVERSITY

B.S. Business Administration 2017

Major: Advertising Management

Minor: Communication Studies

Project Management Certificate (2023)

Skills

Adobe Creative Suite

Stakeholder Management

Agile Project Management

Budget and Contract Negotiations

Creative Problem Solving

Long-term & Short-term Projects

Content Production Management

Leadership and Team Management

Prioritizing Competing Projects

Volunteer

LEADER | BOLD BETTIES

January 2017 - January 2019

- Led an outdoor women's adventure group with 1,300+ members
- Coordinated adventures & events in the Portland Area for Women
- Negotiated group rates and contracts with local businesses
- Managed local social & MeetUp pages

Work Experience

DIGITAL ONE | CREATIVE STUDIO MANAGER & SR PRODUCER

January 2018 - January 2023

- Developed and implemented complex project plans, workflows, budgets, and schedules to ensure timely delivery of content production projects
- Managed cross-functional teams of audio engineers, linguistic directors, localization experts, creative directors, and technical resources to deliver high-quality projects
- Actively monitored project risks and scope creep, creating change orders as needed
- Successfully prioritized multiple projects simultaneously with competing deadlines, communicating gracefully with stakeholders during stressful or fast-paced sprints
- Negotiated vendor agreements and managed external resources, ensuring alignment with project scope and schedule
- Developed and implemented company policies, procedures, and training programs and documentation to improve efficiency, streamline workflows and onboarding for junior and freelance staff
- Drove business goals by creating and publishing content on CRM and CMS platforms
- Clients Included: Nike, Adidas, Google, Disney, Pixar, Laika, Columbia Sportswear
- MS Office, Adobe Suite, Box, Google Suite, Vimeo, Hubspot, and Slack

FORIX | PROJECT MANAGER

August 2017 - January 2018

- Directed the end-to-end creation and launch of new e-commerce websites on schedule and within budget using Agile methodology using Magento CMS, managing diverse creative teams and coordinating with stakeholders globally
- Led cross-functional teams, distilling important information and communicating the essential details to the appropriate departments and technical leads
- Coordinated with stakeholders such as clients, UX/UI designers, front-end and back-end developers, and QA web development teams in the US and Vietnam
- Clients Included: SportRX, Next Adventure, and Dakine
- Basecamp, Jira, Smartsheet, InVision, Google Suite, and Skype

WALGREENS | STORE MANAGER TRAINEE

November 2010 - August 2017

- Planning and execution of promotional in-store communications; planned and ad-hoc
- Visual merchandising retail design and execution across 20 locations and 2 new stores
- Tracking KPIs to ensure merchandising efforts were successful

WIEDEN + KENNEDY | ACCOUNT MANAGEMENT INTERN

Fall Term 2016

- Supported account supervisor with account management responsibilities
- Contributing to project planning and strategy development
- Created and contributed to slide decks for client presentations and internal meetings
- Collaborated with media and strategy managers with ad-hoc projects
- Assisted producers, business affairs managers, and copy-editors in micro-site launch