

RORY COLEMAN

• Project Manager - Advertising •

EDUCATION

Elon University - May 2020

Majors: BA Strategic Communications, BA History
Distinctions: Phillips-Perry Black Excellence Award,
Vice President Phi Alpha Theta

University of St Andrews, Scotland - Autumn 2018

Semester Exchange Program; Literature and
Modern History

ABOUT ME

Former university tour guide and multiracial student forum coordinator. Student in ballet, French, and British slang

SKILLS

Google suite, MS Word, PowerPoint, Excel, Outlook. Adobe WorkFront, ProofHQ, Smartsheet, Basecamp, JIRA and Decideware. Assisted on costume design and creation for a NYT reviewed off-broadway show

EXPERIENCE

present TBWA\Chiat\Day NY

Project Manager (MTN Dew, Hilton Enterprise)

- Create and maintain an efficient workflow process and open communication between Creative, Strategy, Client Services/Business Management, and Production throughout the full project life cycle
- Build schedules and timelines while proactively finding solutions and areas of opportunity for the internal team
- Balance priorities, resources, and expectations across departments in order to produce high quality work for our clients within budget and time constraints
- Most recently managed creative development for [MTN Dew Monster Truck TVC](#) and [MTN Dew Train Chasers TVC](#)

2021- Evoke NY, Bristol Myers Squibb

2022 Associate Project Manager

- Guide interdepartmental brand teams with prioritization of tasks by leading daily status reports and weekly resourcing calls for BMS CAR T (Abecma U.S., Abecma Global, Cell Therapy 360, and Abecma REMS)
- Develop, implement, and manage project plans through timelines, coordination with vendors and clients, and finance tracking for scopes of up to \$7M
- Collaborate on monthly reconciliation reports, annual forecasting, change orders and SOW creation

2020 Carolina Ballet, Raleigh, NC

Marketing and Graphics Intern

- Conceptualized and designed photo advertisements for paid web and print partners through Adobe InDesign and Photoshop under the direction of Graphic Designer and Director of Communications
- Wrote and distributed “pre-show info” email blasts to the Ballet’s ticket holders and sponsors through Constant Contact, as well as assisted with the Ballet’s COVID-19 response
- Organized archives, proofread marketing materials, and produced promotional graphics for social media sites including Instagram, Twitter, LinkedIn and Facebook.