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# Kendra Rice-Littleton

786-226-6409 | kricelittleton@yahoo.com

**Objective:** *As a Project Manager, I bring 10+ years of experience orchestrating project lifecycles and driving them to completion. I am results driven and eager to continue growing and driving excellence in work.*

## **Experience**

### ***Studio Project Manager (Contractor)***

**Chewy – Plantation, FL | March 2025 – July 2025**

- Oversee studio projects including digital, TV commercials, videos, social media stories as well as radio spots from intake to final delivery, ensuring adherence to timelines and processes.
- Collaborate with Creative, Marketing, and Production teams to refine briefs, optimize workflows, and enhance efficiency.
- Manage day-to-day on studio processes, providing guidance and training to internal stakeholders.
- Manage multiple concurrent projects, balancing quality, speed, and business impact.
- Utilize Workfront to track project stages, monitor deliverables, and support data-driven decision-making.
- Facilitate smooth communication between marketers, channel owners, and creative teams to ensure on-time project completion.
- Establish and maintain strong relationships with internal and external partners.
- Monitor review and approval processes to maintain project momentum.
- Act as a subject matter expert in project workflows and best practices.

### ***Marketing Traffic Manager***

**Chauvet Lighting – Davie, FL | Nov 2021 – December 2024**

- Set, schedule, coordinate and supervise the workflow of the marketing department including the production of daily creative and communications content in print and online.
- Oversees and tracks marketing productions to ensure an optimal cross-functional collaboration within and outside the marketing department.
- Maintain awareness of the schedules of the design, web and video teams to identify gaps in availability and coverage.
- Managed the creative team to ensure they have the information and tools needed to meet deadlines.
- Ensure target dates and deadlines are met for both external and internal clients.
- Coordinate the traffic of marketing materials to advertisers, printers and other company departments.
- Maintain marketing tools such as: Bynder, Wrike, Mailchimp and Campaigner. Ensure that all marketing team members are properly trained on the marketing tools available to them.
- Administer marketing assets, record-keeping, budget reconciliations and vendor invoices.
- Assist in reviewing and confirming the accuracy of monthly marketing

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expense reports provided by accounting.

- Monitor all marketing contracts. Develop and maintain a system to alert the relevant stakeholders of pending contract renewals or cancellations.
- Work in conjunction with the Events team to provide the relevant marketing materials needed to support all trade shows.
- Help develop and implement processes, tools, metrics, initiatives, infrastructure and technologies that support and improve marketing productions and operations.

### ***Broadcast Production Specialist***

#### **Zimmerman Advertising - Ft. Lauderdale, FL | Jan 2016 – Nov 2021**

- Worked directly with Account Services, Creative, Accounting, Broadcast Traffic and Studio Teams to manage all Broadcast Production.
- Served as a primary contact between the Agency & StudioZ for all broadcast workflow related issues, questions & statuses.
- Proof & Processed scripts for submission into StudioZ
- Ensured script mandatory information, formatting & guidelines are correct.
- Ensured all legal guidelines are followed for usage per spot
- Aided in prioritizing/organizing workflow for studio each day.
- Managed the planning, scheduling & execution of broadcast creative via scripts & calendars
- Host & Attend kick-off meetings for new Creative Campaigns
- Assisted the Broadcast Affairs Director in estimating Creative for Production
- Collected necessary estimates for Production & submits to accounting
- Scheduled video edit sessions & audio sessions
- Train & Supervised the Broadcast Production Assistant
- Created Union Contracts for McDonalds VO and Vendor Purchase Orders
- Licensed third party assets such as photos & footage

### ***Senior Traffic Coordinator***

#### **Zimmerman Advertising - Ft. Lauderdale, FL | April 2012 – Dec 2015**

- Tracked external Broadcast TV & Radio jobs by means of trafficking, station logs and confirmations for clients.
- Created orders and tracked external Broadcast Radio & Television Spots electronic distribution via ER.
- Scheduled, monitored and tracked internal broadcast trafficking and workflow
- Created Purchase Orders to vendors, create competitive research & talent searches

### **SKILLS & SPECIALITIES**

- Project Management
  - Ability to guide a project from start to finish
  - Able to communicate with Video Editors, Audio Engineers, Graphic Designers, Webmasters, Creative Directors, Content Specialist
  - Familiar with Workfront & Wrike Project Management Software
- Computer Proficiency
  - Microsoft Word, PowerPoint, Excel, Outlook
  - DAM: Lightbox (Bynder)
  - Campaigner, Mail Chimp & Constant Contact

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- Photoshop & Premiere Pro basics
  - WordPress & Slider Revolution basics
  - Facebook & Instagram
  - Effective at Employee Management
    - Ability to Train, Motivate & Supervise
    - Able to Assume Responsibility & Delegate
    - Able to Schedule & Host Successful Meetings
  - Strong Customer Relation Skills
    - Sharp Problem Solver
    - Analytical & Innovative Thinker
  - Highly Organized
    - Data Entry & Record Keeping
    - Coordinating Daily Workflow
  - Skilled Estimating & Budget Management for Production
  - Able to Create Production Timelines & Schedules
  - Keen Sense of Detail
  - Excellent Verbal & Written Communication Skills
  - Works Well Under Pressure
    - Familiar with Fast Paced Work Environment
    - Performs Effectively in Deadline Environment
    - Great at Time Management & Prioritizing
  - Personal Attributes
    - Courteous Demeanor & Energetic Work Attitude
    - Resourceful, Cheerful & Loyal
    - Able to Work in Teams & Independently

## **Education**

- Project Management Certification (In Progress)
- Leadership Boot Camp: Effective Leadership (February 2022)
  - FAU Continuing Education College of Business - Boca Raton, FL
- Bachelor of Business Administration: Marketing & Management (2010)
  - Florida Atlantic University - Boca Raton, FL
  - Student Government Member
- Associate in Arts: Business Administration (2006)
  - Miami Dade College - Downtown Miami, FL
  - Phi Theta Kappa Member
- High School Diploma (2006)
  - The School for Advanced Studies (Wolfson) - Downtown Miami, FL
  - National Honor Society Member