

Project Management

Project leader

- Serves as the main point of communication with customer
- Creates project plan and manages the project from kickoff to post-project debrief
- Schedules creative, production staff & venues/studios
- Manages strategy and implementation leads weekly project meetings
- Creates reporting dashboard based on customers' goals and objectives
- Ensures all IT, legal, and creative considerations are reviewed by stakeholders

Producer

- Establishes creative direction in collaboration with client subject matter experts
- Supervises production from beginning until approvals & subsequent distribution
- Input on project managers timeline and spearheads the process; storyboard, scriptwriting, video production, editing & graphic design/animation.
- Confirms & schedules resources, considers utilizing contractors when necessary.
- Keeps the client informed and attends all project meetings

Scheduling summary

- Planning & research
- Detailed production schedule to include all phases of development & production – generally use MS Teams for meetings, project timeline and file sharing.
- Script tracking / rough cuts
- Weekly production summary
- Flag real or potential delays arising from missing material/approvals or other issues
- Adjusting production dates accordingly

Approval process

- Version submissions requesting detailed editing list
- Legal releases
- Format & program design
- Rough cut with time code for client review and edit notes – 2 rounds revisions
- Final client approvals & distribution