

# FRED EHRHART

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## SUMMARY

Program and operations manager with 15+ years of experience building exceptional teams to create and deliver top-of-the-line creative and products across A-list clients. I am as much at home overseeing programs from the top level as I am diving into the fray with my teams, solving problems and fostering camaraderie, all while helping to grow a work environment where we all thrive and excel.

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## EXPERIENCE

### ***Senior Program Manager (Contract) - Ogilvy***

New York, NY — Sept 2021 - Oct 2022

Managing operations and projects on Ogilvy's IBM account. Programs include IBM Nibl B2C marketing, IBM Smarttalks podcast with Malcom Gladwell, and the launch of IBM's new Let's Create global brand platform.

- Managed multiple initiatives on the Let's Create global brand platform for a multi-year campaign, including digital and traditional B2B, B2C, and ABM marketing efforts
- Managed the creative and production of integrated ads across multiple serving platforms, national and geo localized print, OOH, and broadcast and digital video
- Creative, production, strategy, staffing, and vendor management, as well as operational processes definition and enforcement

### ***Director of Operations - Halo Media, LLC***

New York, NY — August 2019 - July 2021

Drove and set the company's operational process for 100+ on and offshore employees, and ran the studio production practice for Universal Music Group and Mercer across planning, execution, tech stack, staffing, and P&L management

- Responsible for identifying, constructing, and staffing new offshore team in LATAM
- Developed burn and finance spreadsheet system to manage cross shore reporting, resulting in a more unified time tracking and P&L accuracy
- Owned program strategy and management of Universal Music Group client across +500 digital executions a year for the world's largest musical acts and labels including Sony and Atlantic
- Structured and planned internal software products for our music clients using Agile SDLC

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## SKILLS

- ❖ Creative and product development methodologies, including Agile/Scrum, Kanban, and Waterfall practices
- ❖ Program planning and strategy
- ❖ Resource management, direction, and budgeting
- ❖ Team development, skills growth, and individual mentorship
- ❖ Presentation, community building, and thought leadership
- ❖ SDLC/PDLC
- ❖ IAB standards and practices

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## SOFTWARE AND LANGUAGES

- ❖ Google/MS Office suite, high level of proficiency
- ❖ Adobe Suite (Photoshop, Illustrator, Animate, etc), high level of proficiency
- ❖ Kanban (Jira/Trello/etc), high level of proficiency
- ❖ Smartsheets
- ❖ HTML5 (CSS3, JS)
- ❖ User flow and site mapping (Flowmap, Draw.io, Visio)
- ❖ Query languages (SQL/MySQL)
- ❖ Google Web Designer
- ❖ Google Analytics, My Business, Search Console
- ❖ Wordpress (administration and development)

### **Associate Director of Operations - Google Apps, Essence**

New York, NY — Sept 2018 - August 2019

Introduced new processes and methodologies to a team of 30+ people to improve efficiency across multiple product lines and +\$100MM quarterly media budgets

- Spearheaded the implementation of a Kanban based project management platform including training and documentation of operational process leading to increased productivity
- Managed the intake of new campaigns and budgets, resourcing, timelines, deliverables, and worked as a liaison between the client services team and the rest of the group on operational matters, including the on-boarding and integration of our newly formed offshore team

### **Integrated Director of Production, KBS | Spies and Assassins**

New York, NY — March 2010 - January 2018

Grew the team from 3 animators into a dedicated 10+ cross-discipline practice charged with the creative, animation, and development of digital and video assets for A-list clients including BMW, Vanguard, and Harman

- Rebuilt agency production capabilities and workflow, leading to improved efficiencies for seven consecutive years
- Trained and retooled production team for transition from Flash to HTML5, with 100% team retention
- Led and developed agency-wide training on emerging digital creative standards and optimization techniques
- Contributed strategy and production to win new business and partnerships with Nintendo, BMW, HomeGoods, and Windstream (telco)

### **Interactive Producer, Deep Focus**

New York, NY — February 2009 - March 2010

Oversaw the development, launch, and maintenance of innovative digital and social activations for Microsoft, HBO, and Ciroc resulting in cutting edge emerging content that remains best-in-class today

- Produced multiple rich media campaigns for HBO and AMC season launches to drive tune-in for shows like *Breaking Bad* and *Mad Men*
- Managed and deployed “Make a Friend Famous” Facebook app / contest for HBO’s *Entourage*
- Produced and launched multiple microsites for Nintendo including content for Nintendo emerging AR platform on the DS
- Contributing producer (QA and UAT) for 2011 Webby nominee *Mad Men Yourself* digital avatar generator

## AWARDS

J.D. Power – #1 Auto maker website (2015), BMWUSA.com (with KBS)

FCS Portfolio Award – Social and Digital Media, FTSE Evolving Markets (with KBS)

Webby Nominee - Advertising, Media & PR Viral Marketing (2011), Mad Men Yourself (with Deep Focus)

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## INTERESTS & PURSUITS

- ❖ Podcasting
- ❖ Web3
- ❖ Competitive Gaming
- ❖ Collectable Manufacturing
- ❖ Conventioning

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## EDUCATION

St. John’s University - BS Communications and Business

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## FUN FACTS

- ❖ Holds two World Championship titles in various collectable card games
- ❖ Father of twin boys
- ❖ Hosted and produced a gaming podcast for 5 years