

# FRED EHRHART

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## SUMMARY

Project and Creative operations leader with +14 years of experience building exceptional teams and delivering top-of-the-line executions and results for global clients in the digital media and marketing space.

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## EXPERIENCE

### ***Digital Studio Lead - Pure Production***

*New York, NY — Winter 2023 - Present*

Lead program and project management for creative agency clients ensuring seamless execution of creative development, digital and traditional production workflows, and vendor management.

Spearhead new business initiatives by customizing solutions including project scoping, managing creative design and execution, development, and motion design for diverse client roster including Google and BMW.

Optimize in-house SEO and SEM capabilities to improve search ranking.

### ***Senior Program Manager - Ogilvy***

*New York, NY — Fall 2021 - Fall 2022*

Oversaw creative operations and program management for IBM across cornerstone projects like the IBM Smarttalks podcast with Malcom Gladwell and the launch of IBM's "Let's Create" global brand platform.

Led creative development and operational process for omnichannel marketing campaigns including resource planning, project management, design oversight, scheduling, production, reporting, and operational processes.

My contribution to the U.S. Open, Davos, and The Masters Golf Tournament campaigns helped win a 2023 Silver Effie in the Renaissance category.

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

*New York, NY — Summer 2019 - Summer 2021*

Spearheaded operational processes for a team of 100+ global employees and management of the studio production practice for keystone clients Universal Music Group and Mercer.

My role encompassed comprehensive responsibilities ranging from

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## SKILLS

- ❖ Resource and workflow management and direction
- ❖ Agile/Scrum, Kanban, and Waterfall practices
- ❖ Budget and P&L management
- ❖ Presentation, community building, and thought leadership
- ❖ SDLC/PDLC
- ❖ Web3 standards and tokenomics

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## PROFICIENCIES

- ❖ Google/MS Office suite, high level of proficiency
- ❖ Adobe Suite (Photoshop, Illustrator, Animate, etc), high level of proficiency
- ❖ Smartsheets, Asana, Trello, and other PM platforms, high level of proficiency
- ❖ Figma
- ❖ Kanban
- ❖ Video and Audio editing and production
- ❖ Digital Asset Management
- ❖ Retouching
- ❖ HTML5 (CSS3, JS)
- ❖ Google Web Designer
- ❖ Google Analytics, My Business, Search Console
- ❖ Wordpress (administration and development)

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## AWARDS

**Silver Effie 2023 - Renaissance, IBM (with Ogilvy)**

strategic planning to operational definition and enforcement, overseeing staffing (including staffing a new offshore team in LATAM), project management, design coordination, and ownership of budgets and P&L.

Revamped project planning and internal management systems during the COVID-19 pandemic, driving up team efficiencies by 50% YOY and 100% staff retention rate.

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

*New York, NY — Summer 2018 - Summer 2019*

Led media operations for the Google Apps business unit, managing quarterly budgets exceeding \$100 million.

Introduced streamlined processes and methodologies across planning, analytics, ad ops, and client services.

Implemented a Kanban-based project management platform, enhancing productivity and collaboration with offshore teams in India.

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

*New York, NY — Spring 2010 - Winter 2018*

Grew and managed a creativedigital studio team producing omnichannel media and digital experiences for the entire KBS client base. Responsible for the creative, animation, and development of assets for A-list clients including BMW, Vanguard, and Harman.

Revamped production capabilities and workflow, leading to improved efficiency and employee retention, including full transition to HTML.

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

*New York, NY — Winter 2009 - Spring 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 in the industry today.

Spotlight projects included media, creative, and digital production for Breaking Bad, Mad Men, Entourage, and Nintendo.

**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**

- ❖ Web3
- ❖ Podcasting
- ❖ 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