

FRED EHRHART

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SUMMARY

Project and Operations Director with years of experience building exceptional teams and delivering top-of-the-line executions and results for global clients in the marketing and creative space.

EXPERIENCE

Senior Project Manager - Planetary (contract)

New York, NY — Spring 2024 - Present

Leads 360 media and production team for Bayada Home Health and Wall Street Journal across multiple projects including full funnel recruitment marketing and SEO development.

Responsibilities include the oversight of media planning, creative development and production, resourcing, client management, and budgeting.

Digital Studio Lead - Pure Production

New York, NY — Winter 2023 - Present

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

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

Senior Program Manager - Ogilvy

New York, NY — Fall 2021 - Fall 2022

Oversaw creative operations and program management for IBM across cornerstone projects including 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 global 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.

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

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
- ❖ Digital Asset Management
- ❖ Video and Audio editing and production
- ❖ Retouching
- ❖ HTML5 (CSS3, JS)
- ❖ SEO/SEM
- ❖ Google Web Designer
- ❖ Google Analytics, My Business, Search Console
- ❖ Wordpress (administration and development)

Director of Operations - Halo Media, LLC

New York, NY — Summer 2019 - Summer 2021

Spearheaded the operational process 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 strategic planning to operational definition and enforcement, overseeing creative and development staffing (In-house and remote), 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 Kanban-based project management, enhancing productivity and collaboration with offshore teams.

Integrated Director of Production, KBS | Spies and Assassins

New York, NY — Spring 2010 - Winter 2018

Grew and managed a creative digital 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. Oversaw team growth and development and managed all staffing.

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

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.

AWARDS

Silver Effie 2023 - Renaissance, IBM (with Ogilvy)

J.D. Power – #1 Automaker 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)

INTERESTS & PURSUITS

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

EDUCATION

St. John's University - BS Communications and Business

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