

# LUKE REED

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## SENIOR PROJECT MANAGER & PRODUCER

### SUMMARY

Digital Project Manager and Producer with extensive experience managing creative and technical design, development, and production. Proven track record in delivering award-winning Digital, Social, and Video advertising for diverse clients. Proficient in leading overall project design and development efforts, coordinating with multiple teams, and understanding trends.

### WORK EXPERIENCE

#### Freelance Senior Project Manager

2023 - Present

John McNeil Studio - Berkeley, CA

- Lead Scrum Team for design and development of strategic sales online experience
- Manage website redesign based on new creative strategy and execution
- Led project from ideation to delivery of 3D model and web experience
- Manage client C-Level Stakeholders and internal cross-functional teams

#### Freelance Senior Producer

2022

Opendoor - San Francisco, CA

- Lead Projects from briefing to delivery of Audio, Video, and Photographic Content
- Schedule creation for project lifecycle and shoot days
- Stakeholder management with MarCom, Creative Design Team, Legal, and Vendors
- Determine scope, vendors for bidding, budgeting for executions
- Casting, Location selection, Shoot permitting, and Insurance

#### Freelance Senior Producer

2021 - 2022

Zillow - Seattle, WA

- Lead Projects from briefing to delivery of Audio, Video, and Photographic Content
- Manage timing and resources for post-production
- Manage Stakeholder, Creative, Account, and Vendor relationships
- Determine scope, vendors for bidding, budgeting for executions
- Develop Production Best Practices for producing Tik Tok posts

#### Freelance Senior Project Manager

2020 - 2021

Electro Creative Workshop - Oakland, CA

- Lead Digital Initiatives across Clorox, Pine-Sol, and Liquid Plum'r
- Lead the creation of Pine-Sol's first e-commerce store
- Manage Client and Partner relationships throughout the project lifecycle
- Determine scope, assign and manage internal resources, budgets, and timelines for project budgets ranging up to \$200K

## **Freelance Program Manager**

2019 - 2020

Equinix – Redwood City, CA

- Lead Digital Marketing Web Initiative implementation for APAC, Americas, and Global Communications
- Manage relationships between the Digital Marketing group and the larger Equinix organization

## **Freelance Producer**

2018

Facebook (Meta) - Menlo Park, CA

- Lead design and production of hub and subpages for major growth initiative
- Managed internal and external partners to deliver mobile-first responsive web experience integrated with CRM database and internal program application database
- Managed project budgets up to \$1MM
- Manage Creative alignment with cross-functional teams including Design Leadership, Product Marketing Managers, and Legal
- Localization of up to 48 languages

## **Freelance Senior Producer**

2017 - 2018

Evolution Bureau - Oakland, CA

- Led production of .com redesign for a major luxury kitchen brand
- Manage relationships between vendors, partner agencies, and client marketing team to ensure the successful launch of redesign to coincide with major trade show

## **Integrated Producer**

2016 - 2017

DDB San Francisco – San Francisco, CA

- Interface with internal Account, Creative, Strategy, and Development teams leading creative development from ideation to implementation for both Enterprise brand sites and online ad campaigns for CPG client
- Manage external vendor relationships for web, video, and print campaigns
- Led onboarding of brand site updates for 8 brand sites from previous client partner agency

## **Senior Technical Producer**

2013 - 2015

Leo Burnett - Chicago, IL

- Oversee production and post-production of online multi-media ads, banners, video pre-rolls, landing pages, and app development for high-profile client campaigns servicing clients in diverse and regulated industries including insurance, tobacco, alcohol, consumer goods, and retail
- Drove development and oversight of IOS and Android apps for major clients with the team, devising architectural changes to compress development, QA, and release from 12 weeks to 5 weeks

## **Interactive Producer**

2011 - 2012

Carmichael Lynch – Minneapolis, MN

- Led ad creation and development for clients like Kellogg School of Management, Subaru, and CITGO
- Partnered with the Account Management and Ad Server teams to update curriculum in real-time for Kellogg School of Management, resulting in a 100% increase in new online sign-ups
- Played an instrumental role in the success of “Fueling Good,” CITGO’s local charitable giving program, boosting charity involvement from 300 to 1600+

## EDUCATION

### **Bachelor of Liberal Studies - Minor in Apparel Merchandising, Design, and Production**

Iowa State University

Coding Dojo Bootcamp

## AWARDS

- AdAge, Agency of the Year, 2023
- Clio Awards: Silver Clio: Allstate #SendBadLuck
- One Club: Interactive Agency of the Year
- Cannes: Digital Agency of the Year
- Adweek: Agency of the Decade, Agency of the Year
- AdAge: Agency of the Year
- Kelly Awards Grand Prize

## SKILLS

- Collaborative Leadership
- Negotiation & Relationship Management
- Process & Technology Improvements
- Operational Efficiency
- Workflow Management
- 360 Campaign Support
- Social Media Marketing
- Media Production
- Banner & Ad Creation
- Campaign Delivery & Reporting/Analytics
- Microsoft Office (Word, Excel)
- Adobe Suite (Photoshop, Illustrator, Premier)
- Figma
- Apple Applications (Mail, Numbers, Keynote, Pages, Calendar)
- Web Languages: HTML, CSS, Javascript
- Marketing Tracking: Google Marketing, Google Analytics, Omniture, Sizmek
- Project Management: Asana, JIRA, Omniplan, FastTrack, Redmine, Wrike, SmartSheet
- CMS: WordPress, Drupal, Squarespace