

# Kathleen Adams

(she/her)

Remote | kathleen@kathleen-adams.com | 415-254-2054 | <https://www.kathleen-adams.com/>

## SUMMARY

**Senior Creative Program Manager** with 10+ years of experience leading global creative teams in VFX and eCommerce, both in-house and at agencies. I smoothly pivoted from the fast-paced and dynamic realm of VFX to eCommerce Brand Marketing at Wish, demonstrating my agility in global business and project management. Spearheading standout campaigns like "World of Wish," which earned a Webby Award, I leveraged my cross-disciplinary expertise to craft and champion impactful strategies and steer diverse creative teams toward success on a global scale.

## TECHNICAL TOOLKIT:

- **Technical/Project Management:** Asana, Jira, Trello, Google Suite, Microsoft Office, Slack, Confluence, Smartsheet
- **Creative:** Adobe Creative Suite, Figma, Davinci Resolve Studio, frame.io, Wordpress
- **Contract/Vendor Management:** Coupa, Ironclad

## PROFESSIONAL EXPERIENCE

### WISH

Senior Creative Program Manager, Brand Marketing (Prev: Creative Program Manager)

San Francisco, CA

Oct 2019 – Aug 2023

Global lead on execution of all in-house and agency Creative work (Web, Paid, Social, Photography, Video, Motion Graphics, Animation and Brand Campaigns). Work across functions with Marketing, Product, Engineering, Data Science, Merchandising, Legal, Procurement, Finance, Localization. Promoted to Senior Creative Program Manager in 2022 to manage 15 ICs and 3 Managers across 3 creative teams of Video, Copy, Design.

#### Design/Creative Portfolio

- Produced 30+ Brand Marketing campaigns over four years covering Web, App, Social, UGC, Merchandising, Performance, with assets spanning photography, motion graphics, design, and animation that met dynamic challenges the business faced and optimized production costs
- Spearheaded the launch and execution of the "World of Wish" Campaign, winning a [2023 Webby Award](#) and delivering 200+ assets across 11+ global markets
- Applied strong analytical skills to balance multiple simultaneous campaigns at Wish, facilitating successful and on-time delivery of all five projects
- Distilled intricate Legal and Procurement details into a clear production and post-production plan ensuring a seamless delivery to meet NASDAQ deadlines for the secret Wish IPO project

#### Technical/Project Management and Creative Operations

- Developed a process framework between Creative and Localization teams, expanding company reach to new markets across EU, LATAM, and Asia
- Spearheaded the implementation of a new Creative Request Process and presented cross-functionally after receiving too many ad-hoc requests improving team output efficiency
- Reduced asset delivery time by five weeks on the "Wish Anniversary" Campaign by developing and implementing an Asana and Jira-based operational model, boosting creative team efficiency and output and exceeding team OKR milestone
- Negotiated down several six-figure contracts by \$50k+ after reviewing budget forecasts, reducing operational costs and coming in under annual department budget each year
- Championed and tracked new team OKRs and reporting to key stakeholders after hosting post-mortems, including executive leadership, ensuring alignment of creative and business objectives

#### Team Leadership and Development

- Led weekly and monthly team brainstorming and pitching sessions, ensuring creative excellence and innovation, staying updated on industry trends, and reducing campaign costs by \$35k in some instances like "Instant Ecstatic"
- Facilitated and planned a series of team on-site workshops and activities to improve remote team cohesion, creative processes, and productivity
- Spearheaded the Employee Engagement Champion Team, hosting quarterly sessions and implementing feedback, resulting in decreased team attrition
- Managed and sourced an active roster of 250+ Creative Vendors and Agencies to constantly elevate the quality of work and impact my team produced, also ensuring company financial and legal compliance

#### Brand Marketing

- Achieved team OKR milestone by increasing engagement rates to 41% on ads in the "Wishmas" Campaign, leading to average 3% increase in brand favorability by successfully launching 1000+ ads across 8 different regions
- Tested and refined messaging across multiple customer segments, translating high-level points into content for marketing and sales channels
- Improved ROAS by 0.4 and saw 4.5B impressions with nearly 275M unique individuals reached across 6+ global markets on "World of Wish" Campaign by implementing optimizations from Google and Meta

### Industrial Light and Magic, a Disney Company

Production Coordinator (Prev: Senior Production Assistant)

Vancouver, BC and San Francisco, CA

June 2015 – Sep 2019

- Delivered 600+ animation shots from team of 20+ artists for Star Wars: The Mandalorian, Season 1 (TV) within a budget of \$300k in a record-breaking six weeks, despite significant last-minute client revisions
- Established a ground-breaking system of virtual production management on Star Wars: The Mandalorian, Season 1 (TV) directly contributing to the project's achievement of 7 Emmy Awards
- Contributed to \$2B+ in gross revenue on Avengers: Infinity War by solving technical project management challenges within the creative pipeline for more efficient output, securing further projects with Marvel Studios (Antman 2)

## Image Engine VFX

Production Assistant

Vancouver, BC

Sep 2014 – May 2015

- Built efficient creative asset management system by organizing, sending, and receiving creative assets and files from client (ILM) utilizing Linux-based software, contributing to the on-time delivery of 300+ complete shots that passed through 7 different creative department teams
- Reduced studio and project operational costs by 15% by negotiating with local restaurants on bulk ordering and streamlining delivery routes for artists working long overtime hours during project delivery phase
- Enhanced client satisfaction and trust through effective communication with all stakeholders throughout long working hours during project delivery

## LEADERSHIP EXPERIENCE

---

### LESBIANS WHO TECH & ALLIES

SQUAD Leadership Program

Global

Jan 2023 – Present

- Building meaningful connections with 200+ Peer Mentors and 2 Senior Level Executives to stay current on industry trends, elevate my current role, strengthen my skills, and further develop and expand my network

### WISH

Wish for Leaders Training Program

Global

Jan 2020 – June 2020

- Expanded knowledge and skillsets on strategic thinking, effective communication, and team building resulting in a promotion the following year

## EDUCATION

---

### UNIVERSITY OF BRITISH COLUMBIA

B.F.A. in Film Production

Vancouver, BC

2013

## WORK AUTHORIZATION

---

U.S. / Canada

## OTHER

---

**COURSERA CERTIFICATIONS:** Wharton School of Business Marketing, Building Products at Global Scale

**INTERESTS:** DEI ergs, LGBTQIA+, ultra trail running, photography, filmmaking, web design, marketing, continuing education