

# Hilary Krishnan

## Production and Creative Project Management

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### Professional Summary

Producer and Creative Project Manager with over a decade of experience leading end-to-end creative development and production for award-winning branding studios and fully integrated campaigns, spanning broadcast, print, digital, experiential, and OOH. Adept at assembling and managing cross-functional teams, overseeing full project lifecycle, and delivering on time and on budget. Known for balancing creative vision with operational precision to deliver impactful results, and a commitment to fostering collaboration and leading with empathy.

**Key Clients:** Verizon, Google, Visible, Harmless Harvest, Happy Family, Graza, Banza, Behave, Magic Spoon, Homesense, Tropicana, Element Eight, Sol de Janeiro, Casamigos, Whistlepig, Lycored

### Skills Overview

- **End-to-End Production Expertise:** Extensive experience producing award-winning campaigns, brand activations, and creative content across diverse media formats. Skilled in overseeing everything from concept development to final delivery, ensuring all creative and logistical aspects align with the project's vision and goals.
- **Strategic Leadership in Program Management:** Proficient in managing extensive project timelines, cross-functional teams, and multimillion-dollar budget allocations. Skilled in leveraging tools like Smartsheet, Asana, Monday, JIRA, and Notion to deliver seamless project execution.
- **Client Relations & Campaign Management:** Proven ability to build and maintain strong stakeholder relationships while steering the strategic direction of integrated campaigns across digital, OOH, experiential, and traditional media platforms.
- **Operational Excellence & Team Development:** Adept at optimizing operations, implementing streamlined workflows, and fostering collaboration within cross-functional teams. Experienced in Agile, Waterfall, and Six Sigma methodologies to enhance efficiency and drive project success.

### Professional Experience

#### Senior Project Manager

FIG, New York, NY

March 2024 – Present

- Lead production for high-profile campaigns, including Naked Juice's rebranding and Homesense's digital campaigns, ensuring on-time delivery and creative excellence.
- Streamlined workflows by implementing Smartsheet dashboards, improving project tracking and team alignment.
- Coordinated with internal teams and external vendors to execute production schedules and deliverables.

#### Freelance Producer and Creative Operations Consultant

January 2022 – March 2024

- Partnered with startups and established brands to develop and execute creative campaigns, including video, digital, and OOH content.
- Enhanced production workflows, cutting project timelines by 20% through strategic use of freelance networks.
- Managed pre-production planning, talent coordination, and post-production schedules across diverse projects.

## Senior Project Manager

Gander, Brooklyn, NY

June 2021 – September 2022

- Directed full-cycle production for CPG brands, overseeing video shoots, packaging, and website development.
- Established production schedules and budgets, ensuring seamless coordination with clients and creative teams.
- Acted as the primary client liaison, maintaining clear communication and alignment on deliverables.

## Integrated Creative Producer

Madwell, Brooklyn, NY

March 2018 – June 2021

- Produced award-winning campaigns for Verizon and Google, specializing in video production and experiential activations.
- Managed external production partners, coordinating schedules, budgets, and creative input to execute projects successfully.
- Delivered complex, multi-platform campaigns on time and within budget while exceeding client expectations.

## Freelance Producer

January 2017 – March 2018

- Led strategic and creative efforts for high-profile brands at Diageo, aligning with major events like the New York Food and Wine Festival.
- Enhanced campaign efficiencies by 20% through the strategic use of marketing automation tools.

## Creative Technology Producer

Chuck Agency, Brooklyn, NY

March 2014 – November 2017

- Specialized in producing interactive media and projection-mapping activations, enhancing brand interaction and consumer engagement.
- Introduced MadMapper and MaxMSP programs to refine production execution, leading to greater efficiency and campaign effectiveness.

## Education

**MFA**, Interactive Media Arts

Brooklyn College, Brooklyn, NY

**BBA**, Communications & Marketing

ICN Business School, Nancy, FR

**BA**, Production Management, Theater

Indiana University, Bloomington, IN

## Awards

<b>2023</b>	<b>D&amp;AD</b> Graphite Pencil	Graza	Project Lead
<b>2022</b>	<b>Dieline</b> Silver	Graza	Project Lead
<b>2022</b>	<b>Clio</b> Gold	Verizon, <i>The Reset</i>	Creative Producer
<b>2021</b>	<b>Muse</b> Platinum	Verizon, <i>The Reset</i>	Creative Producer
<b>2020</b>	<b>The Drum</b> Event Production of the Year	Visible, <i>Red Rocks Unpaused</i>	Creative Producer