

KRISTIE COLLINS

Associate Director, Project Management

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PROFESSIONAL EXPERIENCE

Associate Director, Project Management

[Havas Health & You](#)

2020 - 2024 New York, NY

Accounts: AstraZeneca | Sanofi | Galderma

At Havas Health & You I worked primarily with Havas Health CX, a data led customer experience design agency dedicated to generating real and meaningful value for people and the brands they connect with through the creative and intelligent use of technology, data, and content.

- Directed omnichannel creative development from inception to launch, including websites, apps, and digital campaign assets.
- Generated technical requirements for marketing analytics and predictive modeling.
- Led a team of engineers in the development of Versai, an advanced intelligence engine for personalized healthcare experiences.
- Established a new way of resourcing utilizing Smartsheets.
- Improved documentation of operational and financial workflow.

Associate Director, Addressable Content Production

[UM Worldwide](#)

2019 - 2020 New York, NY

Accounts: American Express | Johnson & Johnson | Coca-Cola

Addressable Content Production combines data and consumer insights to dynamically deliver relevant creative messaging with precise timing to increase consumer engagement.

- Led the development of data-driven addressable campaigns across display, social, and video channels.
- Collaborated with creative and tech teams to produce personalized campaign assets.
- Managed client communication, ensuring timely delivery of key campaign components.
- Directed end-to-end campaign development, maintaining scope, budget, and deadlines.

Manager, Project Management

[Digitas](#)

2016 - 2019 New York, NY

Accounts: Samsung | Hewlett Packard Enterprise | American Express

On a global cross-agency team I was responsible for leading cross-functional teams to define, build, and roll out innovative solutions for complex projects.

- Contributed to building and expanding Digitas' Media Project Management capability.
- Developed a 'Ways of Working' to streamline processes across multiple Publicis agencies.
- Documented and improved a media activation processes for faster go-to-market strategies.
- Spearheaded high-impact initiatives, including dynamic creative segmentation and data warehouse development.
- Managed Smartsheet Tableau integration for timeline visualization and created a 'Test & Learn Roadmap' for innovation.

Senior Project Manager

[Initiative](#)

2013 - 2016 New York, NY

Accounts: MillerCoors | USAA

As a Project Manager at Initiative, I led the processes critical to launching integrated, large scale media buys across all brands and platforms within the MillerCoors portfolio.

- Implemented an integrated campaign planning process across all teams and partners.
- Managed large-scale content programs, including real-time custom content creation and video production.
- Designed and led an associate media training series.
- Streamlined billing process reducing the timeline from 90+ days to 45 days.
- Executed process enhancements across legal, social, ad operations, and reporting.

PROGRAM MANAGEMENT TOOLS

Smartsheet Jira Confluence Trello

Asana Slack Box Harvest Forecast

Tableau Adobe Creative Suite

Microsoft 365 (including Project & Visio)

MEDIA PLANNING FAMILIARITY

Prisma Mbox Mediatools

DoubleClick Studio & Campaign Manager

CERTIFICATIONS

[Certified ScrumMaster \(CSM\) - 2024](#)

[Google Foundations of Project Management - 2024](#)

[LinkedIn Project Management Foundations - 2024](#)

[Google Creative Certification - 2019](#)

ONGOING TRAINING IN PROGRESS

[Project Management Professional \(PMP\)®](#)

Project Management education through a PMI-approved certification training course in progress. Exam to be completed in September 2024.

EDUCATION

Bachelor of Arts, Digital Media

[University of Denver](#)

Denver, CO