

Dakota Kudra, PM

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Experience

SHIFT PARADIGM – ASSOCIATE PROJECT MANAGER – MARCH 2022- PRESENT

- Successfully manage multiple project deadlines and budgets concurrently. Provide project support for clients in creating project plans, critical paths, and managing timelines. Identify and mitigate project risks, ensuring projects are delivered according to expectations. Collaborate with clients and internal teams to ensure clear understanding and documentation of project requirements. Ensure immediate implementation of action items, owners, and timelines into the project management system. Collaborate with cross-functional partners to source brand assets and facilitate post-sale implementations.

MEDIA ASSEMBLY - NICKELODEON ACCOUNT – INTEGRATED PLANNER JULY 2021 – FEBRUARY 2022

- Developed efficient communication channels between clients and internal teams to meet client objectives. Produced and developed media strategies and recommendations for popular Nickelodeon IPs. Created cross-channel media campaigns for premiere episodes and specials. Managed invoicing, budget tracking, and reporting for 10+ campaigns. Coordinated deadlines for creative, production, and account management departments. Facilitated digital partnerships and ensured timely delivery of creative assets. Resolved billing discrepancies effectively.

PUBLICIS IMAGINE - DISNEY PARKS ACCOUNT - ASSISTANT PLANNER JANUARY 2020 – JULY 2021

- Conducted research on clients' businesses and competitive environments to meet their needs. Assisted in planning and implementing a \$100+ million advertising campaign for the Disney client. Supported billing coordinator in matching insertion orders. Provided assistance with reporting, trafficking, analytics, copywriting, and research. Contributed to media plan development by gathering materials and building presentations. Analyzed campaign performance, including delivery/pacing and optimization recommendations.

Licenses & Certifications

- Google Project Management Professional Certificate - Issued August 2023
- Generative AI Fundamentals - Issued July 2023

Education & Courses

BACHELOR OF FINE ARTS IN FILMMAKING | MAY 2019 | WOODBURY UNIVERSITY
BURBANK, CA

COMMUNICATION STRATEGIES | DECEMBER 2023 | UNIVERSITY OF TORONTO, ONTARIO,
CANADA

Skills & Abilities - Proficient in Microsoft Office Suite, including Excel, Word, and PowerPoint. Experienced in using Workfront, SAP, Google Apps, JIRA, AMOS, and Prisma. Budget Management, Agile Methodology, Remote Team Management, Strategic Alignment, Stakeholder Management, Project Prioritization and Management