

CHRIS SHEMZA

CREATIVE SERVICES PROJECT MANAGER

Los Angeles, California | (818) 919-4414 | chrisshemzapm@gmail.com

PROFILE

Accomplished right and left-brain problem solver, with over 20 years of expertise as a Creative Services Account & Project Manager. I specialize in managing complex, high-volume creative projects across packaging, digital, OOH, and print production. Known for balancing creative vision with tactical precision, I drive successful project execution and foster collaboration between strategy, creative, and production teams. Skilled in SaaS evaluation, implementation, and team training, I leverage software solutions to streamline workflows and enhance project efficiency. I hold a Bachelor's in Business & Marketing, a certificate in Creative Design, and a Six Sigma certification, bringing a passion for excellence and a keen eye for detail in all project stages.

CORE COMPETENCIES

- **Creative and Production Alignment:** Creative problem solver. Expert at bridging creative and logistical needs, ensuring cohesive project flow across multiple stakeholders.
- **High-Volume Project Management:** Proficient in managing concurrent projects in fast-paced environments, with expertise in OOH, digital, print, and localization.
- **Process Optimization and Quality Assurance:** Develop and implement streamlined workflows and SOPs, driving consistency and enhancing creative output quality.
- **Stakeholder Communication:** Skilled in fostering transparency and collaboration, guiding creative discussions, and simplifying complex ideas for stakeholder clarity.
- **Change Management & Process Improvement:** Implement change management strategies to drive process improvements and enhance operational efficiency.
- **SaaS Evaluation and Implementation:** Skilled in assessing, comparing, and selecting SaaS solutions tailored to project needs. Proficient in implementing new software systems and training teams to maximize adoption and streamline workflows.

WORK EXPERIENCE

American Botanical Pharmacy, Los Angeles, CA

2024

Senior Brand Creative Project Manager

- Managed end-to-end production for 125 CPG products, including packaging, print, and digital assets, ensuring alignment with brand standards and quality benchmarks.
- Spearheaded the integration of a Digital Asset Management (DAM) system, centralizing asset storage and streamlining access for creative, marketing, and production teams.
- Drove cross-departmental cohesion, optimizing Asana workflows for effective task distribution, inter-team communication, and deadline adherence across large-scale projects.
- Oversaw vendor partnerships nationwide, guaranteeing quality control and on-time delivery for diverse media formats through rigorous quality checks.

QuidelOrtho, San Diego, CA

2023 - 2024

Senior Creative Project Manager

- Directed 85+ concurrent creative projects, with a strong focus on high-stakes initiatives, delivering comprehensive project oversight and stakeholder alignment for print and digital campaigns.
- Pioneered new proofing software and DAM implementations, enhancing project flow and reducing approval timelines, resulting in tripling on-time project delivery rates.
- Developed and executed training modules, upskilling team members in project management tools and software, leading to enhanced efficiency and streamlined communication.
- Managed a nationwide network of printing vendors specializing in various production techniques to ensure high-quality output across multiple media formats.

Petco Health & Wellness Company, San Diego, CA**2019 - 2022****Integrated Marketing Project Manager**

- Engineered a custom Smartsheet project management system that increased departmental productivity, enabled real-time tracking, and improved project delivery times across 14 integrated teams.
- Standardized email campaign workflows with templates and streamlined processes, significantly reducing errors and ensuring brand consistency across channels.
- Established rigorous brand quality standards, delivering creative consistency across vendor partnerships and internal teams to maintain cohesive brand identity.
- Designed support resources (FAQs, SOPs, training documents), boosting onboarding efficiency and process stability for new team members and cross-departmental collaboration.

Growing Naturals / Axiom Foods, Inc., Los Angeles, CA**2006 - 2019****Creative Services Project Manager**

- Led packaging design, print initiatives, and web programs for 45 global products, adapting content for international retail and multi-language audiences.
- Directed the daily operations of key company programs, including CPG packaging lines, print initiatives, and international tradeshows, driving brand growth across global markets.
- Coordinated international trade show presence from booth design through execution, showcasing creative and logistical expertise for annual large-scale events.
- Developed a centralized digital asset library, maintaining accessible and quality-assured branding elements for seamless marketing integration.
- Improved operational efficiency through automation tools, optimizing departmental goal tracking and milestone adherence for complex global campaigns.

EDUCATION

- California State University, Northridge, CA - **Bachelor's, Business & Marketing**
- University of California, Los Angeles, CA - **Design & Visual Communication Certification**
- The Council for Six Sigma Certification - **Six Sigma Green Belt Certification**
- Valley College, Los Angeles, CA - **Engineering & Applied Sciences**

CERTIFICATIONS

- Smartsheet Core Product Certification
- Lucidchart Diagramming Foundations

SOFTWARE PROFICIENCIES

- **Project Management:** Proficient in all major project management packages including: Monday.com, Asana, ClickUp, Trello, Jira, Azure DevOps, Smartsheet, Microsoft Project, Workfront.
- **Process Improvement & Mapping:** LucidChart, Microsoft Vizio, Microsoft Power BI
- **Day-to-Day Operations:** Salesforce, Microsoft Office, Teams, Google Docs, Apple iWork, Marq
- **Web, Social, Email and Digital:** Wordpress, Hubspot, Salesforce Marketing Cloud, Constant Contact, Mailchimp, Litmus, Wix, Shopify, Magento, Hootsuite, Klaviyo, Marketo, Google Ads, Facebook Ads Manager
- **Creative Design / Production:** Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Creative Cloud, Digital Asset Management
- **Artificial Intelligence:** ChatGPT, Bard, MidJourney, A.I. tools within project management and mapping tools