

erin palmquist

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Summary

Program manager and content strategist with a proven ability to choreograph and orchestrate complex and multi-faceted projects. Specializing in establishing and maintaining strong customer relationships and stakeholder engagement. Strategic thinker and proactive problem solver focused on ensuring alignment of both short and long-term goals and anticipating future trends. Management style focused on empathy and human centered philosophy to facilitate client and team efficiency, success, and positive moral aligned with company and client mission and values.

Expertise & Strengths

Program, portfolio and project management and strategy
Cross-departmental coordination and communication
Crafting strategic narratives, both verbal and written
Distilling complex concepts into well crafted narratives
Establishing or improving best practices in process and documentation for internal and external communications

Coaching and facilitation
Executive-level presentations
Dependency management
Data-driven decision making
Contract and freelance hiring
Both creative and technical

Bonus: Graphic design for web and print, video directing, producing, editing and videography

Tools

Jira, Confluence, Asana, Workfront, Google Suite, MS Office, Adobe CC Suite, Figma

Experience

Square | Interactive Project Manager

2019

Established and maintained relationships with clients and key stakeholders across creative, paid marketing, product, growth marketing, web strategy, and engineering

Cross-functional management of creative projects for Square's digital experiences including public web, email marketing, paid advertising, app stores, and social media

Coordinated full-stack teams of designers, copywriters, content entry resources, production designers, and engineers to produce digital content for major product launches and marketing campaigns, across global markets

StubHub, an eBay company | Program Manager, Enterprise Seller Tools

2016 - 2018

Managed a global portfolio of products and teams (from 7-60) spanning seven time zones and across a diversity of cultures

Post-acquisition integration management both internal and external for a new enterprise point of sale tool

Established and integrated systems of communication standards, processes, documentation and workflows

Established and managed annual, quarterly, bi-monthly and weekly planning and cross-team communication practices

Drove complex, multi-faceted and cross-functional projects to fruition while ensuring alignment with company goals

Experience Cont.

Director, Producer, Cinematographer, Editor

2008 - 2018

Self-owned business providing effective message-driven video content for corporate, small business, and independent documentary filmmakers. **Select clients included:** Salesforce, Lucasfilm, Slow Clap, Urban Street Films, Visit Oakland, AAA

North Plains Systems | Senior Producer & Manager of Video Content

2008 – 2014

Established and directed North Plains video department and video presence from the ground up produced animated product explainers, testimonials, annual conference content, external and internal technical training videos and more, across global markets

Defined and led company-wide strategy for both external and internal facing video content

Worked cross-departmentally with marketing, sales engineering, product management, and sales to define needs, establish goals and implement company-wide strategy

Prioritized multiple departments' requests based on company-wide priorities to execute value driven content

Managed complex relationships, expectations and negotiations between departments through clear communication

Established and managed external customer relationships

National Geographic Explorer | Associate Producer

2007 – 2008

Footage and photography acquisition, license negotiation, research, interviewee outreach, logistical coordination of international based shoots, budgeting, assistant editing, contract negotiation, legal documentation, digital and hard copy asset management, pre-production, production, and post-production coordination

Lucasfilm | Associate Producer

2006– 2007

Research, footage and photography acquisition, license negotiation, research, interviewee outreach, logistical coordination of shoots, assistant editing, contract negotiation, legal documentation, digital and hard copy asset management, pre-production, production, and post-production coordination

Education

Certified ScrumMaster | Scrum Alliance

User Experience Fundamentals | General Assembly

Cinematography, editing, motion graphics, Photoshop and HTML | BAVC

BA in Cinema, emphasis in Visual Anthropology | San Francisco State University

Creative Portfolio

Recent Documentary Projects

From Baghdad to The Bay | Award-winning documentary that follows the journey of an Iraqi refugee and former translator for the US military. Wrongfully accused of being a double agent, tortured by the U.S., and ostracized from his family and country, Ghazwan Alsharif struggles to rebuild his life in the United States while coming out as an openly gay man.

Role: Director, Producer & Cinematographer | www.frombaghdadtothebay.com

Oakland Originals | Series of short documentaries that spotlight the artists, musicians, thinkers and do-ers that make Oakland a uniquely vibrant and thrilling community.

Role: Producer & Director of Photography | www.oaklandoriginals.com

Five Blocks | Feature length documentary about the Central Market Street revitalization project.

Role: Director of Photography & Consultant / Advisor | <http://www.5blocksproject.com>