

# TINA KAMALANATHAN

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## EXPERIENCE

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### **ENFATICO – New York, NY**

**March '09 – Present**

#### **Sr. Project Manager**

- Senior Project Manager aligned with Global Marketing & Communications (MarComms) team and Global Project Management Organization (PMO).
- Global MarComms
  - Report to global Chief of Staff while also partnering with San Francisco based Chief Communications Officer to create and execute employee, media and client communications.
  - Responsibilities include management of three direct reports, collaboration with San Francisco based Global Public Relations team and overall project management of larger Comms team deliverables.
  - Lead program development, content generation and execution of all Client Comms initiatives working closely with both internal Enfatico and Dell client stakeholders for messaging and delivery optimization.
  - Managed global agency brand launch in June 2008, requiring coordination of our Chief Creative Officer, sister branding agency Landor, internal launch team and multiple online and traditional publications for highly confidential name unveiling.
- Global PMO
  - Reporting to Global Director of Project Management, leverage knowledge of PM best practices and agency infrastructure to develop, implement and train employees on agency tools and workflow process.
  - Liaison with hub offices in Singapore, Sydney, Tokyo, Austin, Miami and Toronto to identify, streamline and communicate workflow management processes.
  - Research and define organizational business rules with key internal stakeholders for Global Project Management tool, Open Air. Main day to day contact partnering with vendor for application development. Software will enable customized reporting, integration with multiple financial systems, timesheet management and resource allocations globally.

### **R/GA – New York, NY**

**October '07 – March '08**

#### **Producer**

- In addition to general PM responsibilities outlined below with Arc Worldwide and Wunderman:
- Main point of contact for Hasbro Project Limelight client team, an emerging brand within Girls Toy Marketing scheduled for a September 2008 new product launch.
- Project Highlights include:
  - Limelight: Management of \$1.6m budget and internal team tasked to deliver a highly engaging, customizable & interactive experience for girls aged 8 – 12. Limelight is the main vehicle introducing the brand and driving sales for a product available for online purchase only. Due to confidentiality agreements, further details cannot be disclosed.
  - Monopoly: Scoping for a \$600k budget, planning and management of Monopoly.com redesign allowing users to customize their own monopoly board and purchase online. Deliverables include front end user interface as well as backend eCommerce engine for international purchasing.

### **WUNDERMAN / Y&R BRANDS – New York, NY**

**November '06 – October '07**

#### **Project Manager**

- Responsible for delivering online and traditional direct media projects with budgets of up to \$3m.
- Client facing responsibilities include leading weekly status meetings, reporting on monthly financials, on-site strategic campaign brainstorming and project scoping for 2008 planning.
- Manage in-house creative, technology, QA and data teams as well as various third party vendors for email distribution, media tracking/reporting, OLA rich media placements and production/letter-shop for DM deliverables.
- Coordinate with account services team of four; Supervise two associate project managers providing oversight for day to day project management, professional development goals/objectives and quarterly performance reviews.
- Work closely with Digital Practice Lead to develop best practices for client management.
- Coordinate weekly internal status meetings among project management, account services and various discipline leads.
- Wunderman project highlights include:
  - Microsoft: Lead PM for Microsoft Server& Tools LOB for all project work including website launch, email campaign management and direct mail pieces for TechEd, Microsoft's premier annual conference for Developers and IT professionals.
  - Nationwide: Nationwide.com 2.0 release for November 2007; Direct multi-channel campaign for Property and Casualty LOB integrating Rich Media banners, landing pages, direct mail and DRTV for August 2007 deployment.

### **ARC WORLDWIDE, A PUBLICIS COMPANY – New York, NY**

**July '05 – October '06**

#### **Project Manager**

- Manage multiple interactive and traditional media projects with budgets of up to \$500,000 from conception to completion on time, in scope and on budget.
- Develop estimates and detailed project plans to define scope and to monitor project lifecycle.
- Facilitate communication among internal and client team members across disciplines and offices (NY, Chicago and SF).
- Identify and manage all client/project assets for use in development and client reviews.

- Develop Statements of Work and Change Orders. Accurately identify and assess scope changes and their impact to the schedule and budget.
- Reconciliation and analysis of projected vs. actual time/budgets.
- Generate monthly project status reports and financial analyses for finance department and client distribution. Work with finance to initiate and complete client billing process.
- Project Highlights:
  - **Kellogg:** Brand re-initiation of L'Eggo My Eggo campaign. Lead project team in developing innovative two part online campaign including rich media in-banner games and promotional website featuring an online scavenger hunt.
  - **United States Army Reserve:** Worked on-site and remotely with Chicago development team to create and implement the USAR intranet and extranet CMS system. Intranet required customization of Sharepoint technology interface and functionality.
  - **Diageo:** Ongoing site enhancements for portfolio site TheBar.com. Development of online email campaign for site registrants.

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## SKILLS

- Proficient in MS Project, Photoshop, Dreamweaver, HTML, CSS, MS Office XP suite, FTP and the Internet.
- Knowledge of Illustrator, Flash and JavaScript.

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## EDUCATION

### QUINNIPIAC UNIVERSITY - Hamden, CT

May '04

#### *Master of Science in e-Media, GPA: 3.83*

- Coursework included: Digital Project Management, Writing for Interactive Media, Web Development I & II, Digital Visual Design, Interactive Authoring and Animation, Producing the Moving Image.
- Internship: WTIC – TV FOX 61/Tribune Interactive

### TEMPLE UNIVERSITY - Philadelphia, PA

May '02

#### *Bachelor of Arts in Communications, Cum Laude, GPA: 3.65*

- Concentration: Journalism, PR & Advertising