

JAMES SKIDMORE

Program Management & Production Leader

Leader, Partner, Communicator

Summary

Dynamic program management & production leader with a deep understanding of design process, team building, organizational ops, and stakeholder management

Specialties: Cross-Functional Team Leadership, Creative Problem Solving, Process Innovation, Relationship Building, Campaign Development, Content Production, Brand Identity, AR/VR Experiences, AI Applications, Product & Web Design, Consumer Experience

Selected Clients:

Nike, Jordan, Smucker's, TD Ameritrade, IBM, Rackspace, Hershey's, Yale University, Duke University, Sony, Carl's Jr., Dish, Servicemaster, Nestlé, Samsung, Accenture, Michelin, Heineken, McDonald's, Target, LPGA Tour, L'Oreal, Planters, Hankook Tires

Contact

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[Portfolio](#)

Education

Ohio University

BBA, Marketing

BS, Organizational Communication

Recent Experience

Vice President Director, Project Management

Digitas - April 2024 – September 2024

- Managed PM function on the \$600M Power of One account for Smucker's
- Led and managed a team of 5 direct reports across multiple client brands
- Coordinated workstreams for 6 brands spanning 14 disciplines & 7 agencies
- Instituted workflow process for a new in-house social content creation model
- Created an effort-based methodology for tracking deliverables against scope
- Liaised between Digitas and the larger account on financial reporting & staffing
- Problem-solved program & project issues, assisting teams in finding resolution

Executive Producer / Program Director

R/GA - April 2021 – January 2024

- Oversaw production across \$15M portfolio of Nike brand creative & CDM work
- Contributed to growth of Jordan business from \$250K to \$4.5M annual revenue
- Led intake process to align internally on scope & prioritization of client briefs
- Constructed global distributed teams across US, LATAM, APAC, EMEA
- Provided meaningful creative & strategic guidance to deliver impactful work
- Mastered code-switching between tech, creative, content & client teams
- Established myself as a trusted partner to key senior & executive Nike clients
- Worked directly with key signature Nike athletes (Giannis, DBook, Sabrina, etc.)
- Mentored and supported career development for 4 reports on the Nike team
- Optimized & maintained Nike team production resources, tools & templates
- Collaborated with ELT on account planning, forecasting & financial reporting
- Assisted in the development & rollout of bespoke GenAI tools for copywriters
- Reviewed & approved Nike project contracts to ensure accuracy & profitability

Executive Digital Producer

Sullivan - November 2018 – March 2020

- Provided leadership & oversight for the digital team, including 3 direct reports
- Established new internal workflow processes to inform all agency digital work
- Implemented a Fibonacci-based dev estimating format to optimize resourcing
- Introduced a standardized approach to requirements documentation & tracking
- Acted as client SME & internal source of truth on all active digital projects
- Reported on status & profitability for all digital projects to agency leadership
- Owned vetting, negotiation, engagement, and oversight of external vendors
- Defined job descriptions & archetypes for digital production & analyst roles
- Oversaw RFP responses for all digital new business opportunities

Senior Digital Producer

Havas - June 2014 – November 2018

- Built & maintained client relationships at the executive level on \$1M+ projects
- Identified & pursued incremental scope opportunities to drive revenue
- Established workflow process at a project level to deliver on client needs
- Partnered with creative & technology teams to deliver optimal user experiences
- Managed & mentored associate producers to enable career growth
- Acted as point of escalation for junior & mid-level producers

Digital Producer

Digitaria, a JWT Company - November 2013 – June 2014

- Developed SOWs, staff plans, and project plans for all client projects
- Managed UX, creative, development, engineering, and QA teams
- Oversaw ongoing technical maintenance & site content updates
- Monitored, assessed, and managed risks to ensure project health

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Recent Experience - cont'd

Digital Project Manager

TBWA\Chiat\Day - November 2011 – November 2013

- Produced digital & interactive work with a focus on consumer-facing websites
- Defined scope for digital projects while identifying & assessing risk
- Collaborated with UX, strategy, and development teams to optimize usability

Project Manager

One Agency (Cheil USA) - September 2010 – November 2011

- Led social & interactive initiatives to help the agency expand digital offerings
- Acted as strategist, account manager, and PM as required by project