**Philippa Maclachlan**

**Project Manager**

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London, UK

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**Employment History**

**BBC Global News Limited – Key Account Project Manager, London**

**July 2017 to present**

As Project Manager for branded content and sponsored advertising solutions, my key responsibilities include:

* **Managing timelines, project planning and documentation, production and media delivery** for complex content-led advertising campaigns;
* **Liaising with client and stakeholders** on project timelines, feedback rounds and approvals to ensure clear communication and execution of campaign objectives;
* **Working with internal teams** including editorial, development, product and sales teams to pitch campaign solutions, scope out project elements and oversee campaign deliverables;
* **Monitoring and optimising campaign performance** through on-site promotion, social and site developments to ensure projects run smoothly and meet campaign KPIs and managing the accurate and timely execution of advertising media components.

**BBC Worldwide – Advertising Content Operations Coordinator, London**

**June 2015 to July 2017**

As a member of both digital and television ad operations teams, my role involved:

* **Coordinating delivery of digital and television advertising campaigns** including testing and implementing creative, troubleshooting technological failures, liaising between multiple internal and external teams to ensure project timelines are maintained;
* **Managing ad operations for key accounts**, liaising with different teams in the business to ensure smooth launch of custom content and advertising placements;
* **Streamlining processes to improve efficiency** including implementation of new processes internally and with external stakeholders.

**Actor - Represented by Gilchrist Management, Sydney**

**April 2013 to March 2015**

I appeared in plays, lead roles in five short films and supporting roles and extras work on professional film and television sets.

**St Malo Bakery – Café Manager, Sydney**

**January 2014 to March 2015**

I oversaw the daily running of the café, managed a small team of 10, helped hit the business’ labor budget, oversaw inventory management and introduced processes to improve efficiency and achieve store sales budgets.

**Yahoo!7 – Client Services Executive, Sydney**

**May 2012 to March 2013**

Working within the sales team, this role entailed:

* **Coordination, planning and delivery of digital media campaigns** on behalf of clients, including booking inventory, optimization, reporting and post-campaign analysis;
* **Driving project management of content partnership campaigns**, including liaising with client, project managers and editorial to develop relevant content, overseeing timelines for deliverables and launch and ongoing monitoring of campaign content KPIs.

**Tsuki PR – Senior Account Executive, Sydney**

**September 2010 to April 2012**

Responsibilities for this role included:

* **Execution of publicity campaigns**, including creating and distributing press documents, negotiating media coverage with journalists, media partnerships and client management;
* **Managing projects** such as press promotions events, managing budgets, engaging suppliers and overseeing the delivery of key accountabilities through to completion.

**Education**

**The Knowledge Academy - Prince2 Foundation in Project Management**

**2017**

**University of Newcastle – Master of Digital Media**

**2016 to present**

Subjects to date: Project Planning and Management, Marketing Management and Planning, Digital Marketing

**University of Sydney – BA in Media and Communications**

**2006 to 2009**

Media subjects: Video production, online media, radio production, media relations, media law and ethics, advanced media writing

**St Patrick’s College Sutherland – Higher School Certificate**

**2000 to 2005**

Mathematics Extension, English Extension, Drama, Ancient History.

**Skills**

Experience using: project management tools such as JIRA, Confluence, Trello, OmniPlan and MS Project; ad servers including DFP, Google Ad Exchange, Yahoo! APT and Teads to traffic and manage campaigns; Working with JavaScript, HTML5, Flash, MRAID, VAST, VPAID, Celtra; Broadcast operating systems such as Landmark to manage inventory and campaigns and proficient in the Microsoft Office suite.