

# Laura Schluckebier

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Digital Project Manager

lauraschluckebier.com

972.365.2851

## Education

**Georgia Institute of Technology** Atlanta, Georgia

Master of Science in Digital Media

Graduation Date: May 2014

Final GPA: 4.0

**Trinity University** San Antonio, Texas

Bachelor of Arts in Communication and Classical Studies

Graduation Date: May 2012

Final GPA: 3.9

Summa Cum Laude, Departmental Honors in Communication, Phi Beta Kappa

## Work Experience

**Threshold Interactive** Los Angeles, California

Project Manager

July 2015 – Present

Associate Project Manager

May 2014 – July 2015

- Manage five to ten interactive projects at a time across multiple brands, including website development, social media campaigns, online sweepstakes, photoshoots and video production
- Worked with brands including Butterfinger, Crunch, Hot Pockets, SweeTARTS, Timbuktu Renaissance, and Muscle Milk
- Organize the activities of Threshold departments to ensure on-time, on-budget delivery
- Manage schedules, asset delivery and stakeholder approval, and accurate financial management
- Interface with Client Services team to solve project issues and determine solutions
- Estimate costs and timing for strategy, functional and visual design, and tech requirements
- Write project statements of work

**Digital Media Program, Georgia Tech** Atlanta, Georgia

Editor-in-Chief

August 2012 – May 2014

- Wrote articles for the department website showcasing student work, faculty publications, and events
- Managed the program's Twitter and Facebook pages

**Wise Guys Events** Los Angeles, California

Production and Design Intern

Summer 2013

- Worked directly with the two founders to design and produce corporate team building events
- Managed activities, staff, and players during events
- Coordinated with associates
- Created an intern orientation game used with my successor

**TigerTV, Trinity University** San Antonio, Texas

Executive Producer of Studio21

August 2011 – May 2012

- Directed and produced a weekly half hour show at Trinity University
- Managed a group of 10-20 students, approved segment scripts, and taught students to use our studio

**KXAN-TV** Austin, Texas

Creative Services Intern

Summer 2011

- Restructured the organization of PSAs
- Helped with promotional events
- Edited packages for on-air use