

NICOLE L. TATE, PMP

PROJECT MANAGER

DETAILS

ADDRESS

1403 N El Molino Ave
Pasadena, California, 91104
United States

PHONE

626-344-3572

EMAIL

nicole@nicoleexplainsitall.blog

PLACE OF BIRTH

Pasadena, California

DRIVING LICENSE

D1430668

LINKS

[Nicole Explains It All Blog
\(www.nicoleexplainsitall.blog\)](http://www.nicoleexplainsitall.blog)

[LinkedIn
\(www.linkedin.com/in/nicoletate\)](https://www.linkedin.com/in/nicoletate)

[GitHub
\(www.github.com/nicoleexplains\)](https://www.github.com/nicoleexplains)

SKILLS

Partner Management

Project Management

Account Management

Artificial Intelligence (Ai)

Client Management

Project Management
Software

Program Software

Business Risk Management

Vendor Management

App Developer

Business Risk
Management

Hiring & Training Staff

PROFILE

Dynamic Project Manager with over 10 years of comprehensive experience in driving successful project outcomes across diverse sectors. Expertise includes leadership, operational strategy development, and vendor management, ensuring alignment with client expectations for quality and budget. Proficient in cultivating strong client relationships and conducting in-depth market analyses to inform decision-making. Proven ability to streamline processes and enhance team collaboration, contributing to the overall efficiency and success of projects. Adept at navigating complex environments while delivering innovative solutions that drive measurable results.

EMPLOYMENT HISTORY

Artificial Intelligence Consultant, Self

Pasadena, CA

Apr 2022 — Present

- Conducts training sessions for associates on the benefits of Artificial Intelligence, enhancing their understanding and application of AI technologies.
- Provided business consulting services to small and medium-sized enterprises in the Los Angeles Metropolitan area, helping them leverage AI for growth.
- Developed tailored strategies to address client needs, fostering strong relationships and trust within the business community.

Project Manager, Syndication, Xumo TV | Comcast

Irvine, CA

Feb 2021 — Oct 2021

- Partner Account Manager for 460 syndicated FAST channels across 11 platforms and 52 content partners for the Product team including Roku, Samsung, and LG generating 20 million in ad revenue monthly. FAST Channels build. Xumo
- Xumo Contact (POC) for any syndication product launches (new channel requests) and channel support business needs; (FAST) channel support including, but not limited to new requests and inquiries from platform and content partners, respectively.
- Conduct tactical stand-up (SCRUM) for Channel Marketplace Ops team (aka syndication business) encompassing programming, design, ad ops, and DAI partners, as well as bi-weekly interdepartmental meetings.
- Ensure the end-to-end build & delivery; from manual database build, ad ops, SSAI creation, channel artwork, marketing assets, and programming hand-off to the DAI partner; checklist to ensure that requirements are met.
- Performed standard engineering duties writing CMS build, database, and video QA/QC video ops engineer to ensure the SSAI make of the channels within the CMS and Amazon S3, Gracenote, and Freewheel respectively.
- Account Manager for 460 syndicated FAST channels across 11 platforms and 52 content partners for the product team including Roku, Samsung, and LG generating 20 million in ad revenue monthly.
- Liaison between the content partners and platform partners on any channels specific issues or inquires and ensured requests are ingested via Jira to appropriate internal Xumo teams.

Staff Management

Developing Organizational Workflows

Documentation Protocols

Leadership Skills

Communication Skills

Customer Service Tools (CMS)

Customer Service

Effective Time Management

Editing Correspondence

Microsoft Office

Art Direction

Accounting Software

Time Management

LANGUAGES

Spanish
● ○ ○ ○ ○

English
● ● ● ● ●

HOBBIES

- 1) Blogging articles on my website Nicole Explains It All (www.nicoleexplainsitall.blog)
- 2) Developing mobile and desktop Apps with Google Gemini Pro Artificial-Intelligence (Ai)
- 3) Gardening
- 4) Home Improvement (DIY) Projects

Lead Project Manager, Warner Bros. Entertainment | DC Universe Streaming Service

Burbank, CA

Feb 2019 — Oct 2020

- Managed DC Universe OTT IT/digital implementation projects and marketing campaigns consisting of 25+ engineering and digital creative staff for project budgets from \$500k to \$10M+.
- Oversaw production schedules for the creative team including admin staff, in-house designers (graphic and video) creative agencies and oversaw campaigns end-to-end using various tools including Workfront, Jira, Trello, and external CMS to ensure all marketing assets were received on time.
- Managed partnership and B2C consumer projects including the acquisition and retention marketing team, internal operations, and digital creative service for over 60 paid digital, organic & OOH (Out-of-home) marketing campaigns, events, and initiatives to grow subscriber-ship/viewership.
- Created workflows for software and process implementations to streamline new processes with WBDL (formerly Machinima), WB Theatrical, WB Home Entertainment, and WB TV Marketing to launch DC Universe Originals including Titans, Harley Quinn, Swamp Thing, Young Justice Outsiders, etc
- POC partner manager for all app partners including Apple, Google, Amazon, Roku, Microsoft Xbox, IGN, and internal WB divisions from Warner Bros. Theatrical, Gaming, and Home Entertainment.
- Created project status workflows for software and process implementations to streamline new processes for creative.

Product Manager, Live Events , PlayStation Video (TVOD) | Sony Interactive Entertainment (SIE)

Los Angeles, CA

Aug 2016 — Jul 2018

- Account Manager for the live events product content and digital streaming within PlayStation Video/Vue formerly the Live Events Viewer App.
- Managed content workflows and delivery for all digital assets for live events product which included UFC fights, Showtime Boxing, Golden Boy boxing, IT V boxing, The Game Awards, and E3
- Responsible for establishing and developing operational relationships with live streaming content partners/studios and as well as overseeing content delivery of all metadata, video, static image, and other files are delivered and processed with media vendors; AMVD and Akamai.
- To ensure a seamless launch of live events" within the PlayStation Store and viewable via the PlayStation Video mobile app viewable on Web, PS4 console, Roku, iOS/Droid across 20 global territories.
- Managed the Live Events Viewer App (PS3/PS4) CMS and oversaw the sunset messaging to customers regarding app discontinuation for 22 languages worldwide. CMS Front-end and back-end maintenance for the Live Events Viewer App and the PlayStation Store (PlayStation Video Mobile App/Webstore/PS4 console).
- Responsibilities included Q/A testing playback within a demo environment, identifying any issues/troubleshooting, and documenting the solution for engineering, marketing, business acquisitions, finance/royalties, marketing, customer service, and metadata teams.
- Prepared an intranet hub within the Confluence-Atlassian collaborative workflow tool and utilized Jira project management tool for all Live Event product updates , schedules, and partner nuances and created a location to list critical roles and responsibilities for workflow documentation and communication bridges for a ll key stakeholder
- Acting Accounts Receivable person for the entire PS Video Team of invoices and approve for payment to studio vendors that own the video content using Salesforce.

Digital Creative Specialist, Digital Marketing, ABC Network | Disney ABC

Burbank, CA

Nov 2014 — May 2015

- This contract position interfaced directly with several teams to execute multiple digital media plans.
- Day to day work with head media agency, several different external creative agencies; internal social media team; as well as the on-air creative team at ABC Prospect Studios to implement creative (and video) for marketing campaigns around television shows for all levels of digital media.
- Extensive communication with various ABC teams to ensure asset delivery prior to delivery dates for video and key art assets including key art, on-air promos, custom digital video, final episodes, graphics packages, still photography, layered show logos, etc.
- Implementation of campaign scheduling for the following shows for scripted and live events for the network.

Consumer Insights Analyst, IT Operations Strategy, 20th Century Fox Film

Century City, California

Feb 2014 — Nov 2014

- Computer Systems Analyst and Social Media Analyst within Fox Film IT.
- Partnered with Oracle and Tableau reps and the in-house IT encoding team to develop a dashboard for International and Domestic Marketing departments using APIs/SQL for theatrical releases working with domestic and international marketing for best practices implementations
- Produced 100 page social buzz reports, community profiles, influencer profiles and other reports as requested
- Research, evaluate and identify actionable consumer insights through data-mining and analysis of consumer behavior and media engagement
- Track and monitor the effectiveness of social initiatives
- Communicate effectively and appropriately with both technical and non-technical audiences.
- Participate in the CRM and SRM development and improvement of operations processes.

Digital Marketing Manager, Val Kilmer | Twain Mania LLC

Malibu, CA

Jan 2012 — Mar 2013

- Spearheaded digital campaigns that enhanced brand visibility, contributing to notable growth in online engagement and customer acquisition.
- Analyzed market data to refine targeting strategies, leading to measurable improvements in conversion rates and campaign effectiveness.
- Developed and implemented a content calendar that streamlined content production, ensuring timely delivery and consistent messaging across platforms.

VOLUNTEER WORK

Mental Health Ambassador, Acadia Mental Health (Los Angeles County Department of Mental Health)

Arcadia, CA

Feb 2025 — Present

- **Emotional Support:** Offer empathetic support, guidance, and a non-judgmental listening ear to individuals struggling with mental health challenges.
- **System Navigation:** Help clients understand and navigate complex systems, including healthcare, education, and legal systems.

- **Resource Coordination:** Assist clients in finding and connecting with appropriate mental health services, support groups, and community resources.
- **Case Management:** Manage client cases, monitor their progress, and help them with tasks like completing applications for services and benefits.

EDUCATION

Executive Certificate, School of Engineering in Technical Project Management, Cornell University

Ithaca, NY

Jul 2020 — Jan 2021

Six Masters in Technical Project Management Courses (CEPM, Computer Engineering Project Management Master Degree-level)

- **Organizing the Project and its Components CEPM 501**
- **Planning and Managing Resources CEPM 502**
- **Assessing, Managing, and Mitigating Project Risk CEPM 503**
- **Using Earned Value Management CEPM 504**
- **Agile Project Management Approaches CEPM 505**

Bachelors of Science in Fashion Marketing, School of Business, Woodbury University

Burbank, CA

Sept 2000 — May 2010

- Minor in Art History
- Paris, France Internship
- Trend Forecasting Internship
- David Knudsen Photographer/Fine Art Internship
- Ximena Valero Fashion Designer Internship