
Laura Schluckebier

Project Manager

(972) 365 2851

laura.schluckebier@gmail.com

laura.schluckebier.com

EXPERIENCE

Team One, Los Angeles, CA - *Project Manager*

December 2015 - PRESENT

- Lead multimedia campaigns for Lexus, including vehicle launches, sales events, seasonal campaigns, and international projects
- Experienced in deliverables for broadcast, print, out of home, digital, point of sale, and emerging media
- Guide teams through complete campaign lifecycles—concepting, production, and delivery—to transform creative ideas into tangible deliverables
- Manage budgets, schedules, and deliverables to ensure campaigns are on time and under budget
- Co-lead Team One’s VivaWomen! chapter, a global Publicis Groupe business resource group that supports women in their personal and professional goals

Threshold Interactive, Los Angeles, CA - *Project Manager*

Project Manager: July 2015 - November 2015

Associate Project Manager: May 2014 - June 2015

- Led interactive projects, including website development, social media campaigns, online sweepstakes, and video production
- Worked on campaigns for Butterfinger, Crunch, Hot Pockets, SweeTARTS, Timbuktu Renaissance, and Muscle Milk
- Managed relationships and communication with external vendors
- Estimated project budgets by gathering internal hours and vendor costs

EDUCATION

Georgia Institute of Technology, Atlanta, GA - *M.S. in Digital Media*

August 2012 - May 2014

Final GPA: 4.0

Trinity University, San Antonio, TX - *B.A. in Communication and Classical Studies*

August 2008 - May 2012

Final GPA: 3.9

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