

# ZACK LINDER

## PROJECT MANAGER

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Languages: English & Spanish, Native. Portuguese, Beginner.

As an experienced Project Manager with a background as an integrated, mixed media, digital, production, postproduction, and creative projects, I have overseen over 2500 extensive and broad-spectrum projects, from design, video, film, broadcasting, advertising, digital and experiential marketing, to strategy, and social media. I am passionate about getting things done creatively and making a positive impact as a team player in a diverse, multi-disciplinary capacity.

Being proficient in English has led me to an extensive experience learning from and working remotely with colleagues, clients, and vendors from around the globe, allowing me to prioritize empathy, communication, and collaboration as key pillars of every successful project, helping to catalyze client needs into actionable steps, while building confidence and trust along the way.

## PROFESSIONAL EXPERIENCE

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### Project Manager / Senior Post Producer Hogarth Worldwide, New York, NY (Remote)

Oct 2021 – Apr 2022

- Managed 30+ lead operators on multiple high-stakes projects using project management methodologies and best practices, creating road and value maps, tracking progress, and handling risk management, while managing and tracking budgets and requests from clients and agency partners from 20+ locations worldwide, holding 205+ client-facing meetings as the lead liaison for each project.
- Communicated effectively with team members and clients, utilizing my technical expertise and hands-on experience in content production & post, foreseeing potential risks, and making informed decisions about project scope, requirements, and pivoting when necessary, being the case of spearheading the first contact with A.I, cloud rendering, and neural processing on live projects, turning hundreds of hours of computing time into mere minutes.
- Centralized project data and maintained project integrity through a comprehensive approach, creating "The Project File," including KPI & OKR visualization, data tracking dashboards and radiators, ranging from the scope of work, brief, pitch decks, project goals, timeline and resources, to assets, version tracking, comments, feedback, actions taken, and more, knowing and sharing where the project stands at any single point in the pipeline, both from the creative and business standpoints, ensuring a smooth sail for each project, client and team member, future-proofing the project.
- Put on place advanced MS Teams features to work on "The Project File" residing on Teams Project and its channels, communicating fast and effectively with internal and external stakeholders, moving away from just the "chat" feature, increasing productivity & visibility.
- Introduced "live sessions" to streamline production & post, enabling global stakeholders to collaborate in real-time on the same screen, reducing communication friction, and speeding up delivery by 40%.
- Kept 14+ cross-functional teams through 34+ global production and marketing projects with a global scope motivated and inspired to do their best, listening intently to remove any possible obstacles that may get in their way, leading with example.
- Advocated for an Agile Mindset with elements of Scrum structure and ceremonies through each project for constant communication and appraisal: Project Planning, Daily standups, Project Review, Retrospective and Backlog Refinement, resulting in accountability, growth, conflict resolution, commitment, and constructive feedback.
- Ensured all deliverables met high-quality standards through constant QC, bringing the number of execution mistakes to 0 with a team culture of excellence and fun.
- Developed a strong relationship with our clients, putting them front and center of our business and creativity, being able to identify and anticipate their needs, responding to their requests in a timely manner. That bond made us partners in crime, allowing me to walk them through each phase of approvals on a "Focus of Review, Next Steps and Caveats" forward motion scheme.
- I was blessed to work for agencies, clients, and brands such as:

*Absolut Vodka, Huawei, Coca-Cola, UGG, The WSJ, No7, Environmental Defense Fund, McCann, GSK, VMLY&R, Pernod Ricard, Nestle, Tank Worldwide, Grey, Parexel, Stouffer's, Ogilvy, The Future of Everything Festival, Jameson, Dexcom, Essence, Rotarix and Shingrix, among others.*

**Project Manager / Producer & Post  
Media Concepts / Ion Films, Mexico City, Mex. (Hybrid)**

Mar 1999 – Oct 2021

When I founded Media Concepts I knew “Media” and “Content” were the terms that were going to take over within 2 decades. During that time, I became fluent in Digital Technology, CYMK, RGB, HDR, MKT, Kanban & analytics; Agile mindset and frameworks for Digital Web Applications and E-commerce; native in content Pre-Pro-Post Production and management; a bilingual team player, translating back and forth the client facing needs and requests onshore and offshore, while delivering on time, on spec, on budget, with a unique perspective to deliver a great experience to a happy and returning customer.

I worked on many roles during that period, and for me, project management is a critical aspect of any production and post process, especially in an industry where timelines, budgets, and quality standards must be met, going back and forth across a thin line where the producer, content and project manager roles become one.

- As a Project Manager in production, I focused on the developing and delivering creative concepts for over 250 advertising campaigns and 950+ unique assets. While working for direct clients, I developed and implemented a content strategy aligned and consistent with their brand's goals and objectives, ensure that content was relevant and valuable across time.
- My hands on experience from hardware, cameras, acquisition and image processing workflows, as well as copy and screenwriting, editing, motion graphics, 2D and 3D animation, color grading, compositing and VFX, virtual and remote production, were an absolute asset while planning a project or campaign, knowing beforehand what does it entail, while speaking the same language when brainstorming with other content creators, or pitching in when needed.
- Managed multiple projects simultaneously, setting timelines and milestones, and ensuring that content was delivered on time and within budget, fulfilling projects abroad with strategic partners in 7+ countries simultaneously, maintaining cohesion and consistency in concept, visual, texture and mood.
- Led a team of content creators and producers, ensuring that they meet deadlines and produce high-quality work, which needed me to develop an integrated database for all media and assets to track across the board (Digital Asset Management)
- Built and maintained strong relationships with internal stakeholders and external partners such as clients and vendors, developing new and innovative ideas for content that align with the brand's goals and resonate with the target audience.
- Managed and executed social media strategies, understanding and utilizing SEO best practices to ensure that content is optimized for search engines, while tracking and analyzing content performance metrics to inform future content strategies.
- Developed an educational web-based learning tool from conception to deployment through Scrum framework and best practices, two e-commerce sites and two e-learning courses.
- Planned and livestreamed 9+ virtual conferences ranging from 3 to 9 cameras, and hosted 40+ remote sessions for NAB's Post Production World, Remote Production Conference, Storytelling Conference, Adobe Video World, among others.
- Some of the agencies, clients, and brands we served on a returning basis were:

*Barcel, Citi, Comex, Televisa, Coppel, Coca Cola, Centrum, Barbie, Gatorade, Bimbo, Marinela, Ricolino, Sears, Office Depot, DDB, Grey, Frito Lay, Sony, Fiesta Americana, Western Union, Merck, Bancoppel, Ideal, FCB, American British Tobacco, Ogilvy, Universal, among others.*

Overall, my experience in project management has shown me that success relies heavily on effective planning, execution, and adaptation to changing circumstances, but most importantly, to have your team mates backs. I constantly seek to improve processes, increase efficiency, and ensure timely and cost-effective project completion while maintaining high standards of quality.

I thrive on driving multi-disciplinary teams toward common goals and outcomes, while continuously learning and making a positive, meaningful impact as a Project Manager.

## **BEYOND WORK**

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As an individual committed to making a positive impact on the community, I engage in various charitable projects. Through Social Awareness, Social Responsibility, and Community Reach initiatives, I strive to help others and create a better future. In addition, I am passionate about helping low-income public schools with the necessary resources for students to thrive. Moreover, I take pride in organizing and distributing meals and blankets to homeless families, a dedication to improving the lives of those around me. To give something back.

## RELEVANT TRAINING AND CERTIFICATIONS Live links for verification. For all certifications, please visit my LinkedIn profile.

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I keep myself up to date, on my fields of expertise and whatever makes me better at what I do and intrigues me:

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|---|---|---|
| <a href="#">(PMI)® Lead with Positive Power »</a>                       | <a href="#">(PMI)® Agile at Work »</a>                    | <a href="#">Embracing Unexpected Change »</a>             |
| <a href="#">(PMI)® Agile Project Management »</a>                       | <a href="#">(PMI)® DevOps Foundations »</a>               | <a href="#">(PMI)® Marketing for Social Change »</a>      |
| <a href="#">(PMI)® Agile Project Management Jira Cloud »</a>            | <a href="#">(PMI)® Master: Professional Soft Skills »</a> | <a href="#">(CPE/QAS)® Improve SEO for Websites »</a>     |
| <a href="#">Artificial Intelligence Foundations: Machine Learning »</a> | <a href="#">(CPE/QAS)® Teamwork Foundations »</a>         | <a href="#">(PMI)® Persuading Others »</a>                |
| <a href="#">(CPE/QAS)® Building Resilience »</a>                        | <a href="#">(PMI)® Communication Foundations »</a>        | <a href="#">Marketing Tools: Social Media »</a>           |
| <a href="#">(PMI)® Business Leadership, Social Change »</a>             | <a href="#">(PMI)® Trello for Agile Teams »</a>           | <a href="#">(PMI)® Leading with Vision »</a>              |
| <a href="#">Artificial Intelligence for Business Leaders »</a>          | <a href="#">Marketing Analytics »</a>                     | <a href="#">SEO: Keyword Strategy »</a>                   |
| <a href="#">(PMI)® Critical Thinking &amp; Decision-Making »</a>        | <a href="#">Introducing AI to Your Organization »</a>     | <a href="#">Social Selling Benchmarks and Scorecard »</a> |
| <a href="#">(PMI)® Emotional Intelligence »</a>                         | <a href="#">Social Media Marketing Strategy »</a>         | <a href="#">Effective Listening »</a>                     |
| <a href="#">(PMI)® Leading with Innovation »</a>                        | <a href="#">(PMI)® Enterprise Agile »</a>                 | <a href="#">Tech On the Go: Ethics in AI »</a>            |

## SOFTWARE It's not just one software or package. It's an ever-evolving combination of tools to bring up the best solution and outcome, focused on creativity.

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- Project Management & Tracking • Road & Value Mapping • Collaboration • Studio Scheduling • Digital & Analytics • SEO auditing • GA4 • Productivity • WordPress design and publishing tools • LearnPress for course authoring • cPanel • Database Creation & Management • A.I Marketing and content creation tools • Screenwriting • Storyboarding • Remote Asset Management • Budgeting & Tracking • Breakdown and pipeline workflows • Livestreaming • Adobe Creative Cloud Applications for editing, color grading, design, audio, animation, compositing, VFX, Image creation & manipulation & publishing • Avid Media Composer • DaVinci Resolve • ...and the usual, regular suspects (MS Office, Google Workspace, etc.)

## EDUCATION & AWARDS

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BA Graphic Communication Design, 1991.  
**Universidad Autonoma Metropolitana**, Mexico City, Mex

- Best Edition TV Commercial. • Best VFX & Animation. • Semifinalist: Stage 32 Screenwriting Contest Searching for New Blood.
- Semifinalist: 4th Screencraft International Action/Thriller Screenplay Contest for Termination Policy.