

# Gretchen Klotz

## Education

Edgewood College - Madison, WI  
Bachelor of Science  
Major in Political Science

## Extracurriculars

US Congressional  
Legislative Intern

National Ski Patrol Member

Semester Abroad, studied  
International Relations at the  
University of Malta, Msida

Member and team leader of  
the Alliance for the Great  
Lakes Adopt-a-Beach and  
Sierra Club-John Muir Chapter

Founding member and finance  
chair of The Joffrey Ballet  
Auxiliary Board

## Disciplines

3D Render  
Animation/Motion Graphics  
Art Direction/Photography  
Branding  
Broadcast/TV  
Documentary Film  
Experiential/Event  
Illustration  
Messaging  
Naming  
Packaging  
Print/OOH  
Product/ID  
Strategy  
Web/App Design + Dev

# Experience

## SoFi 2019 — 2021

*Executive Producer/Senior Program Manager*

Responsible for managing cross-functional programs as well as gathering, prioritizing, and communicating requirements from stakeholders across product, marketing, operations, legal, affiliate and partner agencies.

Managed the production of multimedia marketing efforts across SoFi's product offerings and internally on behalf of employee engagements.

Executed the marketing launch efforts for SoFi Stadium and Credit Card.

## Ammunition 2017 — 2019

*Senior Program Manager*

Responsible for the overall business management of multi-disciplinary design projects—from ideation through product launch.

Collaborated with discipline leads on resource planning and allocation across strategy, ID, UX, packaging, and visual design departments.

Presented studio capabilities and assessed new business venture and partnership viability. Crafted detailed documents outlining scope and deliverables for new business proposals.

## Character (acquired by Dentsu Aegis) 2014 — 2017

*Senior Program Manager*

Responsible for managing all aspects of a brand program—from strategic and creative development through production across all mediums—while ensuring projects remain on-strategy, on-schedule, and on-budget.

Managed senior marketing clients and partner agencies around the world to ensure the seamless integration and success of brand/product launches.

Established Program Management discipline. Onboarded new hires and fostered growth through talent recruitment, new business acquisition, and SOW expansion.

## **Venables Bell & Partners 2012 — 2014**

*Project Manager*

Reviewed project scope, identified production needs, and allocated resources to ensure deadlines were met and key objectives were achieved.

Managed the day-to-day operations and execution of over \$10m dollars of advertising across print, TV, experiential, and digital for Google and Intel.

## **Mightybytes 2011 — 2012**

*Project Manager*

Drafted proposals and project plans based on client needs. Set project budgets and made sure assets were delivered accurately, on time, and within budget.

Ran usability testing in accordance with best practice web standards to optimize site architecture and improve user experience.

Launched interactive web applications using an agile project management framework to identify functional requirements for digital applications.

## **Desme (acquired by WebbMason) 2006 — 2011**

*Account Manager/Usability Consultant*

Managed and maintained web development and online search engine optimization of custom e-commerce content managed marketing sites and enterprise-level software from creation through completion.

Presented detailed ROI-driven proposals to C-level executives and managed backend systems training and data migration.

Facilitated focus groups to test usability enhancements and summarized solutions for user challenges.