

# LAURENCE SOCKWELL

[Laurencesockwell@gmail.com](mailto:Laurencesockwell@gmail.com) | NY / NJ | [www.SOCKSERV.COM](http://www.SOCKSERV.COM)

## **SUMMARY**

PMP-certified project management professional with 10+ years coordinating cross-functional teams, managing stakeholders, improving operational processes, and delivering projects across creative, technical, and operations environments. Experienced navigating ambiguity, balancing competing priorities, and driving projects from initiation through completion.

## **EXPERIENCE**

### **Producer / Project Manager**

Studio Keokan | 02/2025–Present

*Full-service production studio and fractional marketing consultant, commercial & government media*

- Leading business development initiatives spanning public-sector and private-sector opportunities; developing proposals and SOW's for opportunities valued up to \$35K.
- Performing capture management, discovery, market analysis, vendor sourcing, budgeting, risk assessment, logistics and delivery planning.
- Leveraging a network of specialized subcontractors across production, AV, events, fabrication, design, and technical disciplines.
- Creating scalable delivery models for media production, experiential activations, digital signage, and technical consulting engagements.

### **Project Coordinator / Assistant Editor**

Modern Post | NY, NY | 06/2021 to 02/2025

*Post-production studio specializing in luxury brand campaigns and high-end digital content.*

- Coordinated project schedules, resources, and deliverables across multiple concurrent productions for luxury, fashion, beauty, and lifestyle brands including Dior, Estée Lauder, Tom Ford, Zara, Tiffany & Co., Ralph Lauren, Calvin Klein, Fendi, La Mer, and David Yurman.
- Supported teams of editors, producers, creatives, and technical personnel through fast-paced delivery cycles.
- Maintained operational alignment between stakeholders while managing evolving priorities and deadlines.
- Improved workflow visibility and quality assurance processes, reducing rework and production risk.

### **Operations Lead / Asset Manager**

TAG Creative | NY, NY | 02/2015 to 01/2020

*Full-service creative agency specializing in TVC, Print, and Events for Fortune 500 clients.*

- Led studio operations supporting agency work across television, print, experiential marketing, and event production.
- Managed technology infrastructure, asset management systems, inventory, vendor relationships, software licensing, and facility operations.
- Planned and delivered a major storage infrastructure modernization initiative that doubled organizational media capacity.

- Exercised purchasing authority across technology, operations, and production support functions.
- Supervised staff and contractors while maintaining operational readiness across multiple concurrent projects.
- Negotiated service agreements and coordinated external vendors supporting agency operations.

### **Production Coordinator - Event Production**

Maybelline + Essie DMI (L'Oréal) Worldwide Meeting | NY / Paris | Q2 Annually, 2015 to 2020

- Coordinated media operations supporting annual international leadership conferences attended by executives from North America, Latin America, Europe, and Asia-Pacific regions.
- Functioned as the point of contact and single source of truth for all media production activities across internal teams and external vendors.
- Managed communication and information flow among stakeholders across multiple countries, time zones, and disciplines.
- Maintained white-glove-service in alignment with budget and scope in high-pressure live-event environments.

### **EDUCATION**

Bachelor of Arts in Sociology: Rutgers University - New Brunswick  
2010-2015

### **CERTIFICATIONS & TRAINING**

Project Management Professional (PMP) - 3901725

OSHA 30-hour Safety

Asana Foundations

*In Progress: AVIXA CTS*

### **TECHNICAL KNOWLEDGE**

**Project Management & CRM:** Asana, Airtable (Custom CRM/Kanban), Monday, SharePoint, Slack, Procore, Google Workspace

**Creative & Technical:** Adobe Creative Suite, Frame.io, AutoCAD, Audio Engineering/DAW, CMS

### **CORE COMPETENCIES**

Stakeholder Engagement - Project Lifecycle Management - Process Optimization - Capture Management - Strategic Bidding - CRM & Pipeline Management - Sales - Cross-Functional Team Leadership - Conflict Resolution - Budget & Scope Management - Compliance - Quality Assurance - Blueprints & Technical Drawings - Digital Asset Management - Post-Production Supply Chain