

ELORA HANAWA

CREATIVE BRAND MARKETING, MANAGEMENT & LEADERSHIP EXPERIENCE

WIEDEN + KENNEDY

Project Manager

New York, NY, USA (Hybrid)

July 2023 - Present

- Client: Ford Motor Company
- Maintains creation and ownership of working timelines, meetings and review processes.
- Leads and manages a minimum of 7 projects simultaneously.
- Collaborates with BA, Account, Strategy and Creative Teams to ensure project work streams are organized and on track to hit deadlines.

PROFESSIONAL SKILLS

- Organized
- Team Player
- Effective Communicator
- Leader
- Attention to Detail
- Solution Oriented
- Creative + Strategic Thinker
- Open Minded

TECHNICAL SKILLS

- Google Suite
- Microsoft Suite
- Figma
- Airtable
- Apple Suite
- Aravo
- Asana
- Coupa
- Adobe InDesign
- Qualtrics
- Later
- Nanonation
- Wix Site Builder
- Amazon Store Builder

EDUCATION

University of Oregon, BA

September 2017 - June 2021

Majors:

Advertising, Public Relations,
Spanish

Minor: Sports Business

LANGUAGES

English - Fluent

Spanish - Semi-Fluent

NIKE, JORDAN BRAND

Brand Marketing Operations Specialist

Portland, OR, USA (Hybrid)

July 2022 - July 2023

- In charge of project management and operations of North America Special Projects, NBHD, SNKRS, MPU, 3PW (Marketplace & Wholesale) work streams.
- Collaborated cross-functionally with teammates, external vendors and Legal to ensure project completion..
- Maintained creation and tracking of work back schedules, budgets, POs, seasonal project priorities.

BANDIER

Creative Project Manager

New York City, NY, USA (Hybrid)

July 2021 - June 2022

- Managed all creative requests and ensured creative team deadlines were being met every week.
- Collaborated with Operations, Commerce and Merchandising teams to coordinate and deliver final assets and campaigns for in-store and online.
- Assisted in image and product styling selection for marketing assets.

BANDIER

Marketing Coordinator

New York City, NY, USA (Hybrid)

February 2021 - June 2022

THE PARACHUTE MEDIA

Social Media Manager

Portland, OR, USA (Remote)

February 2021 - August 2021

- Planned weekly instagram content and seasonal social strategy.
- Grew Instagram following by 10%

Additional experience provided upon request.