



MayetisDawson@gmail.com



MayetisDawson.com

CORE COMPETENCIES

- Project & Program Management
- Integrated Campaign Execution
- Workflow Systems & Automation
- Marketing & Creative Operations
- Experiential & Event Production
- Resource, Budget & Timeline Management
- Cross-Functional Leadership
- Agile & Waterfall Methodologies
- Vendor & Stakeholder Coordination

Tools: Asana | Airtable | Smartsheet |
Notion | Frame.io | Adobe CC | Google
Workspace | Microsoft Teams

EDUCATION & CERTIFICATIONS

- 🎓 MBA, Roosevelt University
- 🎓 BA, Public Communication, DePaul University
- 🏆 Project Management Professional (PMP®) –
Project Management Institute

Mayetis Dawson

**PMP® CERTIFIED | MBA | CREATIVE &
TECHNICAL PROJECT MANAGER**

Project Manager and Creative Producer with 10+ years leading integrated marketing, experiential, and digital initiatives for global brands including Paramount, Google, Pernod Ricard, and P&G.

Bridging creative and technical environments, I lead cross-functional teams to deliver campaigns, digital solutions, and activations that drive business goals and elevate customer experience. Skilled in building scalable systems and partnering across design, engineering, and marketing to ensure clarity, alignment, and measurable impact.

EXPERIENCE

Paramount — Senior Marketing Project Manager

May 2023 – Nov 2025

Drove multi-channel campaign delivery and creative operations across broadcast, digital, and streaming.

- Oversaw 100+ creative assets per launch, ensuring compliance and brand alignment.
- Built custom trackers and workflow tools, improving approval speed and visibility across teams.

United Entertainment Group (UEG) — Senior Project Manager (Contract)

Jul 2022 – May 2023

Delivered experiential and digital activations blending creative production with emerging tech.

- Oversaw budgets, resources, and global timelines for projects like award-winning Absolut.Land metaverse activation.
- Created PMO templates and automated dashboard to enhance collaboration and real-time reporting.

Jack Morton — Producer (Contract)

May 2022 – Jul 2022

Produced integrated brand experiences spanning live, virtual, and hybrid formats.

- Managed creative development, vendor coordination, and on-site execution for clients, including Molson Coors and P&G.
- Partnered with design and strategy teams to align storytelling, audience engagement, and brand consistency.

Meeting Tomorrow — Event / Project Manager

Oct 2020 – Jun 2022

Led virtual and hybrid event delivery for enterprise clients in tech, healthcare, and finance.

- Directed 200+ online programs, overseeing platform setup, production workflows, and global broadcast logistics.
- Built repeatable run-of-show frameworks and speaker onboarding systems adopted across departments.

AgencyEA — Associate Producer, Experiential

Oct 2018 – Mar 2020

Supported high-visibility brand activations and national conferences.

- Produced Google Developer Conferences and Target's National Conference, managing budgets and logistics.
- Developed production playbooks and approval decks that streamlined cross-functional execution.

Live Nation Entertainment — Project Manager / Producer, Premium Seats Team

Feb 2016 – Oct 2018

Elevated customer experience and operational systems across national venues

- Directed F&B, POS, and design initiatives enhancing premium hospitality environments.
- Built sales enablement tools and data-driven workflows, improving client engagement and revenue tracking.