

# Colleen Abello

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## WORK EXPERIENCE

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### SuperBam

Jul. 2021 – August 2024

*Project Coordinator and Account Manager | March 2022 - August 2024*

*Remote*

- Managed cross-functional projects involving marketing, operations, and external partners, ensuring timely deliverables and alignment with strategic objectives.
- Managed client onboarding and integration projects, enhancing client satisfaction and project delivery timelines.
- Developed and executed project schedules to support claim strategies, improve operational workflows, and meet client objectives.
- Spearheaded the revamp of the company website and client dashboard to enhance user experience and accessibility.
- Acted as the primary liaison between clients, internal teams, and stakeholders, facilitating clear communication and proactively resolving challenges. Provided strategic guidance to clients on rights management and empowered content owners to regain control of their intellectual property.
- Implemented process improvements that increased operational efficiency by 20% and streamlined reporting systems for improved claim tracking.
- Worked closely with post-production teams and content owners to ensure smooth claims processing and content delivery.
- Leveraged YouTube Analytics, TikTok, and Instagram data to optimize content strategies and inform business decisions. Applied knowledge of platform algorithms and SEO best practices to enhance client content visibility and audience engagement.

*Executive Assistant | July 2021 - March 2022*

- Developed presentations, reports, and meeting minutes, ensuring accuracy and alignment with organizational goals.
- Streamlined scheduling for internal/external meetings, executive travel plans, and daily obligations.
- Coordinated company events, including team-building activities and corporate celebrations.
- Balanced tactical and strategic administrative tasks to support C-level executives in a fast-paced environment.

### Mandeville Films

Feb 2020 – May 2020

*Creative Development Intern*

*Universal City, CA*

- Delivered in-depth script coverage for 80+ feature films and pilots, offering actionable feedback to enhance narrative structure and character development.
- Conducted intellectual property research to support projects in various stages of development.
- Organized and maintained project documentation to ensure seamless team access and collaboration.

### Level 1 Entertainment

Jun. 2019 – Aug 2019

*Creative Development Intern*

*Beverly Hills, CA*

- Drafted detailed script analyses and recommendations, focusing on narrative clarity and character portrayals.
- Collaborated with development teams to refine story structures, improving overall project viability.

### Annenberg Inclusion Initiative

Sept. 2018 – May 2019

*Research Assistant*

*Los Angeles, CA*

- Contributed to a study on gender, race, and age of directors by transcribing interviews and analyzing qualitative data.
- Conducted media analyses to identify trends in inequality, influencing industry-wide initiatives such as the #4PercentChallenge.
- Enhanced data collection protocols to improve precision and maintain research integrity.

## EDUCATION

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### University of Southern California

2018 - 2020

*B.A. Communication, Honors: Magna Cum Laude*

*Los Angeles, CA*

### Mt. San Antonio College

2016 - 2018

*Communication, General Ed*

*Walnut, CA*

## CERTIFICATIONS, SKILLS & INTERESTS

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- Certifications:** Certified Associate Project Manager - PMI (2024); Certified ScrumMaster (2024); Google Project Management (2023)
- Skills:** Project Coordination; Customer Relationship Management; Administrative Support; Workflow Optimization; People Management; Content Strategy, Event Management; Daily Scrum; Prioritization; Process Improvement; Agile Methodology; YouTube Analytics
- Technologies:** Monday.com; Airtable; Microsoft Office; MS Project; YouTube CMS; Notion; Adobe Creative Cloud; Google Suite
- Interests:** Project Management; Problem-Solving; Agile Methodology; International Travel; LA Sports; Trying new food; Social Media