

to push back	to bring forward	max tops	to cut it close
wiggle room	to be pressed for time		crunch time
somewhere in the neighborhood of	to table		to shelve
a guesstimate	give or take		to put a pin in something
on short notice	to run over		

Progress Report

Project: Q2 Marketing Campaign Rollout

Date: April 21, 2025

Prepared by: Terrence Franklin

1. Overview & Current Status

We're officially in _____ (1) (the busiest time) as we approach the campaign launch window. The team has been incredibly focused, though understandably _____ (2) (super busy) with multiple components overlapping. At this stage, we're estimating completion of the final assets in _____ (3) (approximately) 5 to 7 business days, _____ (4) (plus or minus).

The latest design revisions took longer than anticipated, and we nearly _____ (5) (left very little time) with the vendor deadlines last week. Thankfully, we still have some _____ (6) (extra time just in case), but not much.

2. Scheduling Adjustments

To stay on track, we've had _____ (7) (to reschedule for an earlier time) the email automation testing phase and _____ (8) (reschedule for a later time) the stakeholder review session to early next week. We'll confirm the exact time as soon as everyone's availability is clear. Apologies again for the shift _____ (9) (without a warning in advance), and thanks for adapting so quickly.

Also, our Monday meeting unexpectedly _____ (10) (lasted longer than supposed to), which impacted other team check-ins. We'll aim to tighten the agenda next time.

3. Pending & Deferred Items

A few items have been deprioritized to maintain focus on immediate deliverables. We've decided _____ (11) (to put aside for a short time) the creative brief for the next product cycle and _____ (12) (pause) the customer feedback analysis until after launch. The analytics dashboard redesign has officially been _____ (13) (to put aside for a long time) until Q3.

4. Estimates & Expectations

My best _____ **(14) (approximate number)** is that we'll hit internal sign-off by Thursday at the latest — _____ **(15) (maximum)** — with the final version ready by end of week, _____ **(16) (at most)**.

Overall, we're in a good place, but the schedule will remain tight. Let's stay focused and communicate early if anything looks like it might slip.

Please feel free to flag any blockers or request support where needed.

Best,
Terrence Franklin