

NAVIRTI SOOD

917-834-0288 · navriti.sood@gmail.com · Portfolio: navritisood.com
Remote / Brooklyn, NY

PROFESSIONAL EXPERIENCE

IBM

Sept. 2022 - Apr. 2023

Project Director: Digital Strategy & Design Operations

- Successfully led creative, design and engineering teams in the scoping, planning, and delivery of complex web, ad, enterprise and platform projects, achieving all key milestones within the designated timeline and budget, reported to VP
- Implemented an effective project management system with JIRA, Slack, and Box that improved team collaboration and streamlined workflows while identifying risks, resulting in project efficiency, improved operations and better team satisfaction
- Established strong relationships with stakeholders, worked with product owners to define product roadmap and milestones
- Led sprints with vendors, creative, design and global engineering teams resulting in transparency and clear project direction
- Applied Agile/Scrum methods, managed internal CMS transformation, trafficked asset delivery, led daily/weekly stand ups and facilitated stakeholder reviews resulting in project cohesion, improved operational systems and quality of execution

Ruca.co

Oct. 2021 - Feb. 2023

Senior Program Manager: Design & Creative Operations

- Led cross-functional design and engineering teams to design and develop websites, digital campaigns and enterprise projects
- Collaborated with executive stakeholders to define project objectives, budgets and deliverables, ensuring alignment with strategic goals and driving improvement in overall project success rate, tracked budgets with burn sheets
- Worked with graphic designers, video producers, and art directors ensuring quality assets and timely delivery
- Led client meetings, reviews and weekly sprint sessions, tracked team progress with Trello/Asana and achieved weekly goals
- Worked with stakeholders to design organizational strategies and operational systems, defined OKRs and executed all KPIs
- Gathered data and provided strategic direction per data synthesis, presented and successfully executed programs leading to improved organizational effectiveness and more agile organizational structures, utilized Asana, Slack, MS Office and G-Suite

Jump450

Oct. 2021 - Feb. 2023

Senior Project Manager: Digital Ads & Marketing Operations

- Managed PM department, designed progressive systems, programs and systemic processes to improve team productivity and operational hygiene aligned with company OKRs, resulting in improved operations, client satisfaction, and increased profits
- Led design, engineering, and sales teams in scoping, planning, and executing digital and social media campaigns
- Managed freelancers, UX/graphic designers to produce video, photo and creative assets, ensured quality execution
- Applied Agile/Scrum methods throughout project life cycle, led stand ups, client reviews and tracked project progress
- Mentored junior project managers in defining quarterly goals, improving skills and nurturing their career paths
- Worked with C-suite team to workshop org. challenges to improve agency communication and organizational strategies
- Successfully implemented programs to create more agile organizational structures, created learning docs & PRDs

Spotify

Jul. 2019 - May 2020

Management Consultant: Operations & Strategy

- Worked with C-Suite stakeholders to identify challenges and optimize department operating model
- Developed and facilitated workshops to articulate current operating model, organizational structures and workflows
- Delivered visuals of current and future state operations model, organizational structures, and process flow diagrams
- Synthesized data, presented organizational strategies, solutions and successfully saw through operating model design

Fable Health

Sept. 2018 - Apr. 2020

Management Consultant: People Operations & Strategy

- Partnered with CEO and COO to align on business strategy for change management, hiring needs and HR Projects
- Led team meetings, being diplomatic and discreet in high-level communications, brought in HR best practices
- Created interview structures, administered tests, and vetting rounds for design, development and sales roles
- Wrote and developed learning documents and videos, facilitated full onboarding cycle for sales engineering and design roles

The Next Web - Spaces

Jan. 2017 - Jun. 2018

Program Manager: Events & Community Design *Thesis Project*

- Worked with C-suite team to create a community focused, performance-driven culture based on defined team KPI's supporting company OKR's to facilitate change management, improving community engagement by 35% and increasing profits
- Collected qualitative and quantitative data, analyzed insights and metrics to inform organizational decisions towards catalyzing knowledge sharing, evolve company culture, execute progressive programming and community engagement
- Produced events, programs and workshops to provide up-skilling, knowledge sharing, and expanding tooling
- Created/distributed program docs, learning guides, and culture manuals to codify community and culture parameters

Education New York University 2013: **BS Media, Culture and Communications** | Vrije University 2017: **MS Organizational Strategy**

NAVIRTI SOOD

917-834-0288 · navriti.sood@gmail.com · Portfolio: navritisood.com
Remote / Brooklyn, NY

Kettle Digital Producer

Oct. 2015 - Aug. 2016

- Led copy, design, dev, QA and strategy teams to deliver websites and digital campaigns for multiple clients
- Managed daily client meetings, provided updates to international teams ensuring timely delivery and high quality execution
- Wrote scopes of work, budgets, timelines and internal documents to ensure clear project direction, kicked off team projects
- QA'd all websites, distributed tasks with Asana, managed creative assets and launch efforts ensuring frictionless delivery
- Hired illustrators, influencers and creative talent on contract for creative client projects, executed design programming

Apple Interactive Digital Producer

Jan. 2015 - Oct. 2015

- Managed creative development programs towards producing websites on apple.com for iPad, iPhone, Macbook, Apple Music and internal corporate webpages resulting in expressing significant product evolution and internal design process optimization
 - Coordinated integration of copy and designs into PSDs, edited copy and visuals to ensure accuracy before presenting for creative reviews and stakeholder approval resulting in high standards of design quality and product consistency
 - Guided global teams on international launches, managed transfer of creative assets and prep for translation needs
 - Worked cross functionally with video, graphic production, dev, business affairs, content, traffic, legal and QA teams to ensure optimal quality and timely delivery resulting in team synergy and better operational efficiency
 - Interviewed stakeholders to develop onboarding processes for design, copy and PM teams, wrote process/learning guides for all employees, onboarded freelance and full-time colleagues ensuring everyone is informed of internal processes
-

ADDITIONAL EXPERIENCE

Future of Storytelling Podcast Producer

Jun. 2022 - Dec. 2022

- Led cross-functional teams to develop an interview based talk-show podcast, led brainstorming sessions to determine episode direction, sourced potential guests for the show and participated in pitch meetings with executive producers and host
- Performed in-depth research for interviews; read books, articles, academic papers and conducted calls with sources
- Wrote documents synthesizing key themes, sourced facts, interview questions, and quotes to write episode treatments
- Worked with audio engineers, to determine proper transcript edits, music mixing and managed re-recording sessions

Rooms and Words Editor & Copywriter

Jan. 2021 - Oct. 2022

- Wrote and edited long and short form copy for websites, blogs, social media, and case studies for SaaS clients
- Led and participated in content and strategy ideation sessions with clients and internal teams to determine content calendar
- Conducted research and interviews on relevant topics to inform content and strategic direction, provided editing notes

Above + Below Podcast Producer & Host

Jan. 2018 - Apr. 2020

- Researched topics on workplace culture, the economy and the evolution of work, wrote episode treatments, interview questions and research statistics to produce conversation topics and guides for each episode
 - Interviewed industry leaders for each episode covering topics like Automation, AI, Workplace Design, Diversity and Wellness
 - Edited audio files, worked with sound engineer to mix and edit tracks for each episode, managed re-recording sessions
-

STRENGTHS AND EXPERTISE

Design Program Management
Relationship Management
Mentorship
Stakeholder Collaboration

Project Retrospectives
Operations Strategy
Measuring Success Metrics
Workflow Optimization

Team Leadership
Communication
Negotiation Skills
Operations Management

INTERESTS

Live music, painting, printmaking, meditation, cooking. Ask me about the best pasta in town!