

## Sr. Program Manager | Project Director | Creative Operations | Agile Expert | Organizational Strategist

### Gather Contract

#### Sr. Program Manager - Product Marketing & Agile Coach

Apr. 2024 - Nov. 2024

- Led agile teams to deliver audience data, media plans, CX, product roadmaps, UX, and **branded content** for digital campaigns and websites in **AEM**, owned full project cycle, established review, **prioritization and resourcing cadences with stakeholders**
- Proactively assessed and de-escalated risks, **leveraged data to drive strategy** and make impact at scale, streamlined comms.
- **Facilitated workshops** in partnership with vendors to **define OKR's & KPI's**, led program initiatives to improve team efficiency
- Briefed **creative agencies** on design/content strategy, reviewed creative in **FigJam**, attended shoots and provided feedback

### Oliver Agency Contract

#### Sr. Program Manager - Marketing & Brand Operations

Oct. 2023 - Feb. 2024

- **Led global** strategy, product, engineering, design, copy, UX and video teams to **launch branded content** and websites in **AEM**
- Utilized **Agile** methods, **JIRA and Figma**, wrote **Product Requirement Documents**, trafficked tasks to **cross-functional** teams
- Worked with stakeholders on **project scope**, managed multiple work streams, **identified and solved risks across projects**
- Worked with VPs to **strategize, test and implement creative programs** to continuously improve operational processes
- Researched current state, interviewed stakeholders to gather data towards facilitating pilot projects to test new processes
- **Defined OKRs**, measured KPIs to determine success of new processes and frameworks, **codified standards/best practices**
- Created **learning/governance guides**, SOWs, budgets and timelines, managed full project lifecycle, led sprints and cadences

### IBM Contract

#### Project Director - Digital Strategy & Design Operations

Sept. 2022 - Apr. 2023

- Lead **design**, core UX, copy, and engineering teams in scoping, planning, and **delivery of complex web**, enterprise and platform projects for **IBM Watson and IBM Brand**, achieved all milestones on time/on budget, managed **onboarding** of team members
- Implemented **Agile** methods with **JIRA, Slack, and Box**. Gathered data and facilitated **retrospectives** to improve collaboration and streamline workflows while **identifying/mitigating risks**, resulting in **operational efficiency** and better team satisfaction
- **Established strong relationships with stakeholders**, worked with product owners to define **product roadmap** and milestones
- Led sprints with vendors, strategy, design and global engineering teams resulting in transparency and clear project direction
- Managed internal **CMS transformation**, defined requirements and **resourcing**, 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 Freelance

#### Sr. Design Program Manager

Oct. 2021 - Feb. 2023

- Led **cross-functional**, design, strategy, video and engineering teams to develop websites, content and digital campaigns
- Collaborated with **executives/stakeholders** to **define project objectives**, budgets and deliverables, ensuring alignment with **strategic goals** and driving improvement in overall project success rate, tracked budgets, **weekly burn sheets, attended shoots**
- Led client meetings, **reviews** and weekly sprints, tracked team progress and achieved weekly goals, fostering accountability
- Facilitated workshops and **wrote playbooks on governance**, gathered data and produced bi-weekly reports for stakeholders
- Worked with stakeholders to design and implement strategic programming to improve operating systems, **defined OKRs/KPIs**
- **Gathered data and provided strategic direction** per data synthesis, presented and successfully executed programs leading to improved organizational effectiveness and more agile org. structures, utilized Asana (kanban), Slack, MS Office and G-Suite

### Jump450

#### Sr. Program Manager - Marketing Operations & Digital Ads

Aug. 2020 - Oct. 2021

- Led **design**, engineering, and sales teams in **scoping**, planning, and executing digital/social media campaigns for **SaaS clients**
- **Managed freelancers**, UX/graphic designers to produce video, photo, and branded content, 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, led resourcing
- Managed PM department, **designed progressive systems, programs and systemic processes to improve team productivity** and operational hygiene aligned with company OKRs, resulting in client satisfaction, and increased profits
- Worked with C-suite team to **workshop org. challenges** to improve agency communications and organizational strategies
- Successfully implemented programs to create more agile org. structures, wrote process docs and built sharable knowledge base

### Spotify Freelance

#### Management Consultant - Marketing Operations & Strategy

Jul. 2019 - May 2020

- Worked with C-Suite stakeholders to identify operational challenges, audited current state of systems and knowledge base
- Developed and **facilitated workshops** to articulate current **operating model**, organizational structures and **process workflows**
- Interviewed stakeholders on global teams and **led discovery phase** to gather qualitative and quantitative data, defined OKRs
- **Synthesized data**, presented organizational strategies, solutions and successfully saw through operating model design

## Fable Health

Management Consultant - *People Operations & Strategy*

Sept. 2018 - Apr. 2020

- Partnered with CEO and COO to align on business strategy for change management, hiring needs and quarterly/yearly planning
- Lead meetings, being diplomatic and **discreet in high-level communications**, brought in HR best practices, shaped culture
- Created interview structures, administered tests for design, development and sales roles, wrote job descriptions across levels
- Wrote and **developed learning documents** and videos, **facilitated full onboarding cycle** for sales, engineering, and design roles

## The Next Web - Spaces

Program Manager - *Operations Strategy & Community Design Thesis Project*

Jan. 2017 - Jun. 2018

- 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, evolving company culture, and executing **progressive programming** and community engagement
- Produced events, programs and workshops to provide up-skilling, knowledge sharing, and **expanding tooling** for **SaaS startups**
- Created/distributed **program docs**, learning guides, and **culture manuals to codify community and culture parameters**

## Kettle

Creative 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
- Distributed tasks with Asana, **organized server structure**, managed assets and launch efforts ensuring **frictionless delivery**
- **Hired** illustrators, influencers and creative talent on contract for creative client projects, executed design programming
- Managed shoots, production schedules and communications with external vendors while **ensuring content is on brand**

## Apple

Interactive Producer

Jan. 2015 - Oct. 2015

- Managed creative development **programs** towards **producing websites on apple.com** for iPad, iPhone, Apple Music and 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 of assets and project milestone, **resulting in team synergy and operational efficiency**
- Interviewed **stakeholders** to develop **onboarding processes** for design, dev, copy and PM teams, **wrote process/learning guides** for all employees, onboarded freelance and full-time colleagues ensuring everyone is informed of internal processes

## Career Highlights

- Increased Profits** Implemented major shifts in agency processes to agile/sprint models that led to signing/maintaining **\$2M+** clients
- Global Audience Engagement** Built a globally known marketing campaign and slogan with a small team that is still recognized today
- Improved Efficiency** Brought in empathetic and human elements to strategic operational structures that streamlined daily operations
- Team Satisfaction** Bridged gaps between design, tech, people and business goals to create cohesive and progressive structures
- Company Acquisition** Scaled creative & business systems leading to increased revenue, company valuation and eventual acquisition

## Strengths & Expertise

Stakeholder Collaboration	Project Retrospectives	Team Leadership	JIRA, Asana, Workfront, Trello, Wrike
Organizational Effectiveness	Operations Strategy	Qualitative/Quantitative Research	Google/Apple/Microsoft Office
Relationship Building	Measuring Success Metrics	Contract Negotiation	Figma, Adobe CS, Invision, Miro
Mentoring Juniors	Workflow Optimization	Hiring & Resourcing	Getting The Job Done

## Additional Experience: Podcast Producer, Host & Writer

**Future of Storytelling | Above + Below | NYU Radio**  
**Podcast Producer : Good Citizen**

- 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
- Worked with audio engineers, to determine proper transcript edits, music mixing and managed re-recording sessions

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