

Expertise in the roles of project and account management, team leadership, client communications and creative direction • Confident leader with startups, agencies and high profile brands including PwC, Saatchi & Saatchi Wellness, NBC, Disney and Live Nation • Effective communicator ranging from clients and stakeholders to tech and creative teams • Strategic alignment of the business goals, target audience and industry trends towards data-driven results and meaningful conversions.



## Project/Account Manager | Synchrony

Build and maintain team relationships as a reliable source of project leadership. Translate client objectives into succinct instructions and actionable steps that can be clearly implemented within the creative process. Lead the planning for upcoming and active projects steps including: discovery, kickoff, creative development, client feedback and completion. Conduct milestone meetings for internal creative planning, revision reviews and client presentations. Prepare project documents including creative briefs, daily stand-up meeting planners, Microsoft and SharePoint documents as well as Workfront project management submissions. Identify opportunities for better planning, more constructive communication and improved workflows. *2022-present*



## Senior Producer | Digital Pulp

Collaborate, translate and resolve client objectives into deeper insights, feasible solutions, functional plans and the best recommended strategy. Develop accurate scopes by listening actively, asking smart questions and making educated decisions. Anticipate roadblocks and respond to risks by navigating in real time with structure and spontaneity. Explain complexities, interpret functionalities and offer guidance to non-technical stakeholders. Champion client relationships through comprehensive projects with warmth, diplomacy and intelligence. Serve as an energetic communication hub for the overall project effort, always inspiring the team to produce smart and creative solutions. Manage interdisciplinary project meetings and sprint sessions to foster vital team collaboration and efficient resource allocation. *2020-2022*



## Senior Project Manager | Saatchi & Saatchi Wellness

Own full implementation of several simultaneous initiatives within demanding constraints and rapidly changing variables. Mobilize agile problem-solving techniques while adhering to strict guidelines and structured workflows. Foster strong client relationships by ensuring project completion on time and within budget. Streamline project onboarding due to scarce and fluctuating resources. Monitor team accountability and mitigate risks by maintaining close communication and thorough documentation. *2020*



## Account Manager | PwC

Maintain calm leadership while quickly ramping up to management role during multiple launches of high-profile complex campaigns. Establish project objectives and KPIs to drive the effort with a more cognizant and strategic approach. Oversee the internal creative agency and orchestrate launches, including managing project scope, milestones, brand consistency, content strategy, UX, SEO and overall best practices. Reinforce client relationships and expectations with regular touch points to evaluate progress and performance. Post-launch evaluation of metrics to translate data into instructional action and identify growth opportunities. *2018-20*



### **Creative Director, Project Manager | Togetherall - Healthcare SaaS Software**

Launched US brand ramping up to a million+ user-ready platform in an 18-month period on a shoestring budget while adhering to HIPAA compliance and FDA regulations. Bridge the brand across U.S. and U.K. divisions while simultaneously maintaining unique target audiences, cultural variables and marketplace positioning. Establish creative standards, brand guidelines and UX concepts with the goal of increasing conversions and retention. Fluent liaison bridging the business-design-technology gap. Evaluate project objectives and outcome and present findings to stakeholders. Hands-on design direction and content marketing for a cohesive array of marketing collateral . Prepared team building and company culture activities with the goal of improving camaraderie and communication. *2015-17*



### **Senior Project Manager, Creative Lead | 100eight Creative Agency**

Align business goals, project objectives and research insights into an action-driven kickoff-to-launch process. Consistent status updates with stakeholders to nurture relationships and encourage a collaborative dynamic. Creative direction based on analysis of target audience personas, marketplace analytics and user feedback. Orchestrate production schedule, resource allocation, milestone completion and quality reviews. Chair meetings and incentivize team interaction to enhance camaraderie and ideation. *2010-15*



### **Senior Project Manager | Live Nation**

Managed the production process of digital initiatives including websites, marketing campaigns and ecommerce integration. Organize all project assets and requirements including legal, brand, marketing, engineering and development teams. Create and maintain development schedule and project parameters. Deliver and supervise project execution with outsourced agencies. Perform milestone completion and quality reviews. Research marketing and industry trends as well as potential vendor partnerships. Maintain highest quality of creativity, technology and innovation in all aspects of digital development and user experience. *2009*



### **Senior Project Manager | Disney Interactive**

Established relationships with agencies and assemble collaborative processes. Review project pitch and examine documentation to clarify expectations and confirm deliverables. Oversee project procedures and steer stakeholder input and approval. Manage and support all asset deliverables from brand, marketing, 1st party, ESRB, engineering and development teams. Create and maintain development schedule and budget parameters. Coordinate milestone reviews, track invoices, and submit project reports. *2008*



### **Digital Producer | NBC Universal**

Responsible for the development and translation of concepts and compositions in to live functional websites. Schedule, organize, task and report on project progress with team leaders. Collaborate with product managers, designers and programmers in the development of prototypes with the primary focus on improved metrics and data-driven results. Research and organize all required resources including content, template specifications, guidelines and interactive components. *2007*

Education: Northeastern University, Honors - Business, Graphic Design

Tools: Workfront, Adobe and Google Analytics, Smartsheet, Microsoft, Balsamiq, JIRA, Asana, Slack, Invision, Basecamp, Agile, Scrum, Teams, Zoom, Skype, Evernote, Creative Cloud, Sketch, HTML, CSS, Wordpress, CMS, Bootstrap, Web Standards, Breakpoints, Mac, PC, iOS, Dogs