

## SUMMARY

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### **Program Manager | Marketing Manager | Senior Digital Producer**

Conceptual thinker that can plan and execute strategic, technical and creative visions for marketing campaigns across digital, experiential, and traditional mediums. Creative agency specialist that owns engagements from small idea to completion by scoping and facilitating teams, maintaining clear communication and removing roadblocks. Committed to delivering excellent work and efficient process.

## SKILLS

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- Expert level knowledge of Digital Marketing and Advertising best practices and processes
- Enterprise and E-commerce marketing website delivery management experience
- Working knowledge of many front and back-end development languages and platforms
- Power user of team collaboration tools like JIRA, Assembla, Asana, Basecamp, MS Project
- Extensive broadcast and web video content production background and capabilities
- Digital retail strategic thinking and executional planning for in-store and online experiences
- Vendor and Production partner procurement and relationship management
- Ability to effectively translate ambiguity into actionable plans and deliver results

## EXPERIENCE

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### **Freelance**

APRIL 2015 - PRESENT

*Marketing Manager | Senior Digital Producer | Program Manager*

*Seattle, WA*

- Wunderman - Senior Project Manager
- NOW Projects - Executive Project Manager

### **The Garrigan Lyman Group**

FEBRUARY 2014 – APRIL 2015

*Senior Project Manager*

*Seattle, WA*

- Acting Program Manager for T-Mobile's in-store digital retail experience.
- Delivery lead for 2.5 million+ annual billings with dedicated, cross functional team.
- Implemented ticket and tracking system through a custom Assembla team space in tandem with a long range program calendar to mitigate reactive nature of the retail program.
- Delivered, launched and supported hybrid HTML5 Android application and content for wireless devices found in every T-Mobile store.
- T-Mobile Web Marketing delivery manager for 1000+ page website functional updates, development, testing and deployment support for new pages, features and content.
- Team lead for GLG Responsive Web Design process improvements and implementations.
- Managed two direct reports through outlined growth plans, weekly 1:1's and professional goal setting.

### **Creature**

MARCH 2013 – FEBRUARY 2014

*Integrated Producer*

*Seattle, WA*

- Managing Producer of Digital and Content production with outside vendors for AOR and project based clients.
- Served as digital evangelist within a mostly 'traditional' creative agency by focusing on digital education and strategic thinking for digital experiences.
- Key contributor for conceiving and executing the Space Needle's new in-person digital experience and website.
- Producer and recipient of two 2014 National Silver Addy awards for Double Down Casino's 'Poker Face Trainer' app in 'Social Media' and 'Advertising and Promotion'.
- Lead delivery manager for multiple web marketing and advertising campaigns including A/B testing, creative optimizations and redeployments.
- Scoped and delivered DoubleDown Casino yearly digital team retainer for \$1m+ in retained resources.

### **The Garrigan Lyman Group**

DECEMBER 2012 – MARCH 2013

*Web Producer - Freelance*

*Seattle, WA*

- Enterprise Web Producer for t-mobile.com and my.t-mobile.com.
- Led teams in interpreting business requirements and executing within abnormally short timelines for key updates to site behavior and customer interactions.
- Successfully created and implemented agency wide processes for scoping and managing complex

- enterprise projects with T-Mobile.
- Delivery manager for enterprise web effort on T-Mobile's major shift to No Annual Contract.

## **Organic**

AUGUST 2011- DECEMBER 2012

### *Engagement Manager*

*San Francisco, CA*

- Lead digital manager for Intel global retail marketing.
- Co-manager of \$5m+ retainer along responsibility for account growth and reporting on P&L.
- Worked in tandem with creative, technology and strategy teams to create and execute a digital vision for delivering retail experiences on an international scale for Intel.
- Led cross-functional teams of 20+ people to further define and deliver RWD, touch screen interfaces, videos, interactive games and global web development.
- Defined product marketing requirements and delivery of successful international campaigns for emerging markets.
- Led creation of rapid prototypes to showcase Responsive Web Design technologies and capabilities across multiple viewports, devices and languages.

## **AKQA**

MARCH 2010 - AUGUST 2011

### *Associate Project Manager*

*San Francisco, CA*

- Project lead for complex social and digital projects that included rich mobile sites and applications, Facebook applications and multiple 100+ page international site builds.
- Hard skill development in web and digital production technologies through mentorship and hands-on approach.
- Successful use of Agile project management methodologies working in tandem with creative teams and development.
- Reported, tracked and maintained P&L on \$1m+ retainer for Gap.

## **Publicis & Hal Riney**

APRIL 2008 - MARCH 2010

### *Associate Producer*

*San Francisco, CA*

- Producer for television and web content across national and international client accounts.
- Responsible for all agency radio spots over a two year period including the management of union casting, business affairs and SAG/AFTRA clearances.
- Sourced production partner relationships and RFP's for VFX, live action, original music composition and licensing under AICP guidelines.
- Managed P&L working with extremely challenging budgets and timelines. Developed strong understanding of visual effects and post production techniques for television and web content creation.

## **DDB**

NOVEMBER 2006 - APRIL 2008

### *Broadcast Assistant*

*San Francisco, CA*

- House editor and videographer for projects such as animated storyboards, internal client videos, DVD reel building and electronic file format conversions.
- Developed advanced skills in video editing, audio editing and videography.
- Producer of dozens of unique commercial broadcast and testing jobs such as animatics, radio and television product tags.

## **Academy of Television Arts & Sciences**

JUNE 2006 - AUGUST 2006

### *Commercials Intern*

*Santa Monica, CA*

- Prestigious industry leading internship program through the EMMY foundation focused on embedding chosen applicants into award winning companies.
- TBWA\Chiat\Day - Shadowed and observed aspects of pre production planning and post production supervision for national television commercial campaigns.
- @radical.media - Over two hundred hours of office and on set production assistant work for commercial and music video shoots.
- Outpost Digital - Observed editorial and online sessions and was taught clean-up techniques for visual post-production.

## **EDUCATION**

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### **Bachelor of Arts: Radio & Television**

2004 – 2006

#### *San Francisco State University*

*San Francisco, CA*

- Emphasis: Video Production
- Recipient of Paul C. Smith memorial scholarship for 'Excellence in Audio Production'
- Groups: College Students in Broadcasting, CCSC Technical Services