

PROFESSIONAL PROFILE

Organized project leader with 15+ years of experience and proven success in growing capabilities and brands, with a focus on building tight-knit teams and productive client relationships. I'm passionate and self-directed in my own work and committed to collaborating on strategic problem-solving.

Dedicated to rock-solid process, timely project delivery, and quality user experience.

Highlights include:

- Led projects and cross-channel campaigns with \$900,000+ budgets
 - Managed interdisciplinary teams of 15+ strategists, designers, and developers
 - Empowered client partners through research-backed consulting and process-oriented training
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RELEVANT EXPERIENCE

Senior Project Manager II | Think Company | Philadelphia, PA **2023-Present**

Grew internal consulting capabilities while embedded at an S&P 500-listed global CPG powerhouse

- Helped develop the client's rapidValue Realization team, focused on bringing agile ways of working and service design deliverables to partners from all disciplines.
- Designed and co-facilitated workshops (remote/hybrid/live) to co-create brand strategies, improve internal process, and define organization goals with senior leaders.
- Led training sessions to bring design thinking principles, sprint-based experimentation, and non-violent communication to teams of all sizes.
- Solidified team processes for pitching, scoping, and tracking team engagements.

Senior Program Manager | frog, part of Capgemini Invent | Philadelphia, PA **2021 – 2023**

Led cross-disciplinary teams to provide design consulting services to Fortune 100 companies

- Built agile teams and integrated closely with clients to manage multiple workstreams across design, research, technical capabilities, and business strategy.
- Created deliverables such as journey maps, prototypes, and user-validated recommendations, supporting initiatives to increase client revenue by \$10+ million.
- Owned client relationships in technology (Amazon, Meta), insurance (Asurion, The Hanover Group), finance (JPMorgan Chase), healthcare, and other industries.
- Brought academic rigor to design research, from quick-hit quantitative usability testing to more complex, in-field data collection on user behaviors and digital prototype validation.
- Established best practices for engagement, including client workshops (live/hybrid) and producing a live event for DesignPhiladelphia festival, focusing on accessibility and inclusive design.

Producer | Eastern Standard | Philadelphia, PA **2018 – 2021**

Combined end-to-end project management and day-to-day client services at a high-volume startup

- Managed ground-up website builds (budgets \$600,000+), through discovery, content strategy, design, delivery, and QA, as well as user acceptance testing and UX/accessibility audits.
- Managed ongoing client relationships in higher education (Cornell Law School, U. of Pennsylvania), healthcare (Temple Health, CHOP), eCommerce, and more.
- Worked across site frameworks, especially Drupal and Wordpress, including component library design, technology consulting, implementation, and ADA accessibility remediation.
- Developed new business scopes and proposals for new projects, grew client relationships, and managed ongoing support agreements.

Senior Project Manager | The Food Group | New York, NY **2014 – 2017**

Managed digital projects and cross-channel campaigns at this boutique foodservice division of WPP

- Oversaw budgets and project plans for global brands (Kraft, Oreo, Perdue), small brands (Tabasco, Ventura), and government clients (Florida Department of Citrus, Norwegian Seafood)
- Planned, launched, and grew custom B2B sites with niche content and ongoing updates
- Coordinated cross-channel B2C promotions across print, media placements, and social
- Directed growth of digital marketing capabilities, including CRM training and PMO process

Digital Producer | Publicis Life Brands Medicus | New York, NY **2013 – 2014**

Lead PM on digital account for a global launch brand with promotional and intranet deliverables

- Coordinated UX, creative, and technical development of a global launch CMS platform
- End-to-end project planning, financial tracking, and ongoing launch management
- Managed digital strategy and persona research and insured those insights were pulled through with rapid iterative prototype development and global usability testing
- Facilitated development of a global collaboration platform in partnership with systems architects, knowledge management, client IT stakeholders, and medical/legal governance oversight

Digital Producer | Havas Life New York, New York, NY **2011 – 2013**

Managed a portfolio of multiple wellness brands, all within a strict medical regulatory framework

- Created CRM, sales, and mobile content platforms for Walgreens and an MS launch brand
- Managed SOWs at a franchise level for professional, global, patient, and unbranded projects
- Technical and creative QA/QC, UX development, new business management, and PMO process

Interactive Project Manager | Lorél Marketing Group | King of Prussia, PA **2010**

Managed strategic, creative, and technical processes for national brands in healthcare and retail.

- Designed and developed social media applications and a white-label retail platform
- Executed cross-channel campaigns, including search, social, CRM, and eCommerce
- Supported online campaigns with print, radio, point-of-purchase, and convention materials

Project Coordinator | Saatchi & Saatchi Healthcare Innovations | Newtown, PA **2009**

A hybrid PM/Account coordinator role, focused on digital strategy

Emerging Technology Intern | GSW Worldwide | Newtown, PA **2008**

Internal Communications Intern | Centocor | Horsham, PA **2007**

AREAS OF EXPERTISE

- Resource management
- Detailed scopes and timelines
- Stakeholder engagement and workshop facilitation
- Smartsheet, Confluence, Jira, Notion, Asana, Wrike
- Process development
- Use cases and digital strategy
- Vendor management and financial tracking
- Miro, Mural, Figma, Airtable, Excel, ClickUp
- Technical documentation
- User testing and QA
- Hubspot, Mailchimp, Google Analytics
- Drupal, Wordpress, SharePoint, Episerver

EDUCATION

BA in Literary Studies | Beloit College | Beloit, WI **2009**