



## T.D. @ blu pagoda

*To ensure equal opportunity and reduce implicit bias, we only include the first and last initial of our candidates for screening purposes.*

Creative, dynamic, and goal-driven project and production management professional with experience in technology, film, VFX, digital spaces, and ecommerce. Results-oriented leader with proven track record of directing large-scale projects in collaboration with multifunctional and diverse team members. Passionate connector and communicator adept at engaging with stakeholders and maintaining positive professional relationships based on mutual trust. Skilled at streamlining and improving internal processes to maximize efficiency.

### Areas of Expertise

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- ◆ Program Management
- ◆ Strategy & Planning
- ◆ Resource Allocation
- ◆ Project Management
- ◆ Stakeholder Engagement
- ◆ Talent Acquisition
- ◆ Multimedia Production
- ◆ Client Relationship Management
- ◆ Training & Mentoring

### Professional Experience

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**Salesforce, San Francisco, CA**  
**Program Manager, Brand**

**02/2016 - 12/2022**

Direct management of corporate brand creative programs and projects for multidisciplinary teams supporting marketing and cross-functional business units. Formulate, implement, and update day-to-day processes to assist end-to-end project workflows. Collaborate with the larger program management team to help research, develop, and streamline project management tools. Outline measurable goals and accountable RACI models. Prepare project scope, establish timelines, and allocate resources.

- Directed the development and launch of foundational brand identities used in tentpole campaigns
- Fostered and developed positive professional relationships with key stakeholders, team members, and vendors.
- Improved processes and project workflow to maximize efficiency of creative and project management teams.
- Assisted in training and guidance of new hires and struggling team members.
- Increased project management team productivity through streamlining of tools and restructuring processes.

**Viscira, San Francisco, CA**  
**Interactive Producer**

**10/2015 - 01/2016**

Liaised with account management team to set up various new-media and technology projects. Utilized internal tools in planning and implementation of project tasks. Collaborated with cross-functional and diverse team members across multiple projects. Oversaw versioning and file management processes. Prepared project plans, established timelines, and outlined project scope. Communicated with clients throughout project lifecycle and addressed concerns.

- Supported executive key projects and spearheaded completion of major client deliverables.
- Upheld positive professional relationships with clients and team members.

**Levi Strauss & Co, San Francisco, CA**  
**Ecommerce Project Manager**

**08/2013 - 08/2015**

Led management of promotion programs and spearheaded software development processes. Coordinated end-to-end management of ecommerce business initiatives including periodic site refreshes, marketing campaigns, promotions, and seasonal product launches. Collaborated with merchandise and marketing teams to gather assets and execute product launches. Formulated and implemented internal policies and best practices.

- Directed successful digital promotional and marketing campaigns.

Collaborated with executives, VFX supervisors, and producers in strategic planning and delivery of projects. Directed and mentored production roles on creative and infrastructure sides. Liaised with multifunctional organization leaders to define and redefine pipelines and workflows. Upheld positive relations with CFO, controller, and various department leads across multiple projects. Allocated resources and planned future resourcing scenarios. Oversaw talent acquisition and recruitment processes.

- Helped drive company's transition from analog to digital with minimum downtime; overseeing refinements to production workflows and processes.
- Successfully managed productions with teams of 200+ and budgets valued over 1M+.
- Served as plate producer and studio representative on location for various film shoots.
- Assisted definition, implementation, and refinement of production workflows and processes.

## **Education**

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**Bachelor of Arts in Radio, Television & Film**  
California State University, Long Beach

## **Technical Proficiencies**

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Google Docs/Sheets/Slides, Slack, Quip, Smartsheet, Mavenlink, Syncsketch, FramelO, Celoxis, Asana, ProofHQ, Jira, Confluence, Shotgun, MS Project, MS Office Suite