

# mei lu

## CONTACT



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lymeilu

## SKILLS

### PROFESSIONAL

- Agile methodology
- Digital ad production
- Usability testing
- Strategy + roadmapping
- Growth analysis
- A/B + MV testing

### TECHNICAL

- HTML + CSS
- Adobe Photoshop
- Project management apps (Jira, Wrike, SmartSheet)
- Ad-serving services (DoubleClick, Sizmek)

## EDUCATION

### UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts  
Political Science

## INTERESTS

Crossword puzzles, tennis, The Beatles, big words, Haruki Murakami, Malcolm Gladwell, r/oddlysatisfying, Oxford commas, and life in general.

## PROFILE

Seasoned interactive producer with over 10 years of success in production, process development, and effective team management. Proficient in leading all facets of the creative development lifecycle from conception to completion. Fearless, adaptive team leader with strong acumen in production efficiency and risk management.

## EXPERIENCE

Present  
-

### INTERACTIVE PRODUCER

*Google (via Adecco) | Google Store*

2018

- Develop GStore E2E lifecycle. Define milestones, assess / mitigate risks, and ensure business objectives, deadlines, and budget requirements across mobility verticals are met
- Collaborate with cross-functional leads. Navigate competing priorities and project challenges while maintaining quality deliverables and timely launch
- Oversee vendors to ensure GStore design and copy align to the creative brief and the wider brand strategy
- Created, piloted, and lead the process for international teams to develop bespoke evergreen pages for their locales
- Member of the core team integral to the success of the Fitbit x GStore integration. Manage marketing and production needs, aligning to both internal and external business objectives
- Review and evaluate project workflow to streamline processes, mitigate risks, and monitor overall project budget and health

2020  
-

### INTEGRATED PRODUCER

*MediaMonks | HP, Netflix, Snap, Clif Bar*

2018

- Managed all phases of production, including conceiving, budgeting, UX/UI, development, QC, and delivery
- Collaborated with Snap stakeholders to develop and debut their social presence across Spectacles brand channels globally
- Established and adapted workflows to meet cross-functional team and stakeholder objectives
- Initiated a global social campaign and video shoots across 16 domestic and international cities for HP's home business printers
- Lead global production teams and media partners to develop, QA, and launch campaign materials

2018  
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### SENIOR DIGITAL PRODUCER

*TBWA\Media Arts Lab | Apple*

2015

- Developed project strategy and roadmap across \$4M+ global digital campaigns
- Initiated ideation and development of digital experiences to shape deliverables with optimal user experience in mind
- Lead international teams to develop effective bespoke global campaigns
- Managed and trained junior to mid-level team members in problem-solving, course correcting, and streamlining processes
- Optimized workstreams and proactively identify efficiencies throughout production