

MEILU

CONTACT



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SKILLS

PROFESSIONAL

- Agile Methodology
- Digital Advertising Production
- Usability Testing
- Strategy + Roadmapping
- Growth Analysis
- A/B and Multi-Variate Testing

TECHNICAL

- HTML
- CSS
- Adobe Photoshop
- Project Management Apps (Jira, Basecamp, SmartSheet)
- Ad-Serving Services (DoubleClick + Sizmek)

EDUCATION

UNIVERSITY OF CALIFORNIA LOS ANGELES

Bachelor of Arts
Political Science, 2009

INTERESTS

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

PROFILE

Seasoned senior digital producer with over 8 years of success in ad campaign production and managing Agile processes while building leadership acumen. Proficient in all facets of project development cycles from research and scoping to deployment and growth analysis.

EXPERIENCE

Present

SENIOR DIGITAL PRODUCER

TBWA\Media Arts Lab | Apple

2015

- Lead all phases of production, including budgeting, UX/UI, development, QA/QC, and delivery
- Develop project strategy and roadmap across \$1.5MM+ global digital campaigns
- Initiate UX and UXD exercises across digital concepts to shape and anticipate project needs
- Translate creative concepts and briefs into actionable production requirements and sprints
- Manage development and releases of an internal ideating tool for desktop, iOS and Android browsers
- Mentor junior to mid-level team members in problem solving and course correcting
- Optimize work streams and proactively identify efficiencies throughout production

2015

DIGITAL PRODUCER

BLKBK Creative Group | NBC, Universal Pictures, Sony Pictures

2013

- Managed digital production and delivery of assets across interactive, rich media, and social campaigns
- Produced roadmaps, schedules, estimates, scoping documents, and specifications throughout project lifecycle
- Established project workflows and production protocol with cross-functional teams and client stakeholders
- Facilitated and contributed to creative brainstorming and development of pitch materials
- Monitored scope and actively engaged in risk mitigation, ensuring timely project deployment without compromising product quality
- Coordinated with production team and media partners to build, test, and ship campaign materials