

mei lu

CONTACT

562-228-6621
me@itsmeilu.com
itsmeilu.com
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
- Facilitated the Fitbit x GStore product integration, which drove 25% higher CTR compared to benchmark homepage content during launch week
- 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
- 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 concepting, 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

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