

MEI LU

CONTACT



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SKILLS

PROFESSIONAL

- Agile Process
- Scrum Methodology
- Cross-Functional Leadership
- Strategic Planning
- Team Management
- Project Budgeting + Scoping

TECHNICAL

- Windows & Mac OS Platforms
- MS Office (Word, Excel, PowerPoint)
- Apple iWork (Pages, Numbers, Keynote)
- Project Management Software (Jira, Basecamp, Trello)

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 7 years of success in ad campaign production and leading Agile processes. Adept in interpersonal communication while building leadership acumen. Demonstrates poise in high-pressure environments to consistently meet project deadlines.

EXPERIENCE

Present

2015

SENIOR DIGITAL PRODUCER

TBWA\Media Arts Lab | Apple

- Lead all phases of production, including UX/UI, development, QA/QC, and delivery
- Develop and manage project scope, planning, and execution across global digital campaigns
- Translate creative concepts and strategies into actionable production requirements and sprints
- Oversee internal team and vendors to successfully execute campaign needs
- Mentor junior to mid-level team members in problem solving and course correcting
- Optimize work streams and proactively identify efficiencies throughout production
- Maintain cross-functional communication, ensuring projects stay on task and meet client objectives

2015

2013

DIGITAL PRODUCER

BLKBK Creative Group | NBC, Universal Pictures, Sony Pictures

- 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