

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 leading Agile processes. Proficient in all facets of project development cycles from research and scoping to deployment and growth analysis. Adaptable self-starter with strong acumen in production efficiency and risk management.

EXPERIENCE

Present	SENIOR DIGITAL PRODUCER <i>TBWA\Media Arts Lab Apple</i>
2015	<ul style="list-style-type: none">• 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 <i>BLKBK Creative Group NBC, Universal Pictures, Sony Pictures</i>
2013	<ul style="list-style-type: none">• 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