

CAREER SUMMARY

Senior Digital Marketing Project Manager • AI Architect • Video Producer

- Senior PM delivering enterprise digital marketing programs for Google, Adobe, Databricks, YouTube, and Fortune 100 clients, with budgets from \$20K to \$2.5M. Sole PM for Marvel Marketers since 2025, delivering the workload of four PMs. 2024 MPACT Award recipient.
- AI Architect building systems on local hardware at zero token cost: multi-agent LLM engines, generative pipelines, and a bilingual chat platform serving 1,000+ users/month. 1.2 billion+ video views produced, including one of the most-viewed Facebook videos of all time (434M views). Bilingual German/Swedish; basic Japanese.

AREAS OF EXPERTISE

Enterprise Project Management • AI Architecture & Tooling • Cross-functional Leadership • Stakeholder Management • Budget & Timeline Ownership • Multi-Country Programs • Gemini API / Prompt Engineering • Local LLMs / ComfyUI / Stable Diffusion • Marketo & Marketing Automation • Event Marketing • Video Production • Bilingual Communications

PROFESSIONAL EXPERIENCE

Marvel Marketers, Remote MAR 2023 – Present

Senior Digital Marketing Project Manager (Jan 2025 – Present)

Award winning global marketing agency servicing Fortune 100 and enterprise clients since 2013. Nearly 3,000 clients trust Marvel Marketers for Marketing Automation, ABM, creative content, events, and data analysis.

- Have managed up to 35+ team members across 20+ concurrent client accounts (Google, Adobe, Databricks, YouTube + Fortune 100). Sole PM since 2025; full portfolio management across all project types.
- **Google Security • Agentic SOC:** Stepping into a critical leadership void with one week's notice, took over Agentic SOC ahead of launch. Orchestrated logistics across 6 North American cities over 2 weeks (NYC, LA, Dallas, Chicago, SF, Toronto) for 650+ guests. Personally on-site in LA.
- **Google Partners:** Design, feedback, documentation, and UAT for Google's new AI-driven partner marketing credits system.
- **Google NEXT • Global Summits:** Coordinating a massive communication infrastructure for Google NEXT's 2024 summit series, owned capacity and budget for 75 summits (60 in-person, 15 digital); 115+ emails against a 14M+ audience. Regional avg open rate: 26.28%.
- **Google Marketing Australia/New Zealand:** To optimize workflows for a 6+person Google Australia PMM team, overhauled project intake and capacity planning frameworks: a consolidated visibility matrix for the retail division, aligning requests with deadlines and per-person capacity.
- **Adobe:** Tasked with solving a persistent billing discrepancy between Marvel and Adobe platforms, engineered a reconciliation process requiring minute-and-day accuracy. Tracking system now exceeds Adobe's own for precision.
- **Aseel:** Bridging client strategy and media production, led a team delivering 15 deliverables in a single quarter. Pitched a subscription donation model the client implemented immediately. Developed 20+ PR/guerrilla concepts and 12+ AI-driven video concepts.
- **Internal AI Tooling:** Built a Gemini-powered blog QA & editorial assistant (brand voice audit, fact-checking via Search grounding, social copy gen) and a Python lead-enrichment pipeline automating contact research via Gemini/Search APIs.
- **Budget & Operational Leadership:** Led forensic analysis and realignment of a multi-year client budget (since 2022), securing new PO funding months ahead of schedule; also led a company-wide operational audit of team workloads, identifying efficiency and retention improvements org-wide.

Digital Marketing Project Manager (Mar 2023 – Dec 2024)

- **Google Cloud NEXT Tokyo '23 & '24:** Driving back-to-back development cycles for Google Japan's flagship event, established an interactive card-selection model in 2023. In 2024 expanded to 130+ sessions, 27 filters, 600+ due-date tasks across USA/Japan/India/Singapore. QR vouchers; Executive Summary/SLA/Phases tracker praised by Tokyo leadership.
- **Zoom (Mar 2023 – May 2024):** As the operational anchor for Zoom's global event program, controlled capacity forecasting management for activations across the US and India. 1,470+ tasks; 409K+ registrations; 186K+ leads. Beat the 5-day SLA, with the majority in 1–2 days.
- **Google Mandiant:** Governed a 12-person global event team, overseeing capacity planning and budget reconciliation. Team delivered 111 programs and 314 change requests Jul–Oct 2024, averaging 1.72-day turnaround vs. 6-day SLA. Assisted GOC transition (Mandiant & Google NEXT): documentation handoffs, shadow sessions, proprietary docs separation.
- **Google Cloud NEXT 2023 Emails:** 161+ emails, 283 smart campaigns, 46M+ delivered, 16.4% open rate, 8.4% CTO.
- **Internal Operations Development:** Collected performance data across Zoom and Google engagements for RFP to prospective clients. Promoted to Senior PM in Jan 2025.

Calywire Inc., Los Angeles, CA

AUG 2020 – FEB 2023

Project Manager / General Manager

- Directed B2C/B2B digital marketing for 6 clients (budgets \$250K+); managed 15+ employees in USA and abroad. Delivered 500+ projects in 2021–2022.
- 20M+ social impressions; reduced 40% of internal costs; boosted a client's impressions from 1–2% to 10–14%; grew email subscribers 69% (17,581→29,788); built a Facebook page from 0 to 59,711+ followers.
- Named wins:** Mishima Foods USA (30% sales increase, 1st month) · Sugimoto Tea (32–44% open rates) · Sapporo Ichiban Ramen (2.7M+ ad impressions, 350K monthly Pinterest reach).

Social Media Content Coordinator (Dec 2019 – Aug 2020)

- Planned and executed social media strategies for 6+ corporate clients across Facebook, Instagram, YouTube, and TikTok. Coordinated 100+ original postings. Discovered partnerships with 15+ influencers resulting in 100K+ impressions.

EARLIER EXPERIENCE

Freelance Video Producer/Editor, LA

MAY–DEC 2019

- Pixi Beauty 20th Anniversary video (multi-platform + subtitles). Think Jam LA: edited "Dora the Explorer" home video trailer.

First Media US, Los Angeles, CA

DEC 2018 – MAY 2019

Associate Producer

- Executed original vertical video content from concept to publication across Facebook, Instagram, YouTube, Snapchat. All aspects of production: ideation, pitching, budgeting, storyboarding, set design, lighting, directing, shooting, editing. Led team on each project.

Digital Media Producer & Consultant, Atlanta, GA

DEC 2017 – DEC 2018

- Video, photography, social media, and digital-media consulting for clients.

First Media US, Los Angeles, CA

APR – NOV 2017

- Generated over 1 billion views** for Blossom Facebook page in top-down do-it-yourself format. First video generated 20 million views in 24 hours; created one of the most-viewed videos of all time on Facebook (434M+ views). Full production ownership.

BuzzFeed Motion Pictures, Los Angeles, CA

OCT 2016 – MAR 2017

- Junior Producer / Administrative Assistant. 300+ buzzfeed.com posts for Nifty, Tasty, Tasty Junior, and Tasty One Pot; some exceeding 2.6M views. Filmed and edited five top-down Nifty videos, one reaching 15M views.

INDEPENDENT AI PROJECTS

All systems run on locally-hosted hardware with zero paid API or token costs.

- Multi-Agent Narrative System: Multilingual (English, Japanese, Mandarin Chinese) autonomous personas with distinct behavioral logic frameworks, responding dynamically to real-time audience engagement in live-broadcast format.
- Digital Asset Pipeline: Photorealistic, commercial-grade content via Stable Diffusion/ComfyUI; reduced traditional production time and cost by over 85%.
- Conversational AI + Neural TTS: Locally hosted interfaces with custom neural text-to-speech synthesis via GPT-SoVITS.
- AI Chat Interface: Bilingual (EN/JP) community platform hosting persistent-personality characters with real-time voice-to-speech output; 1,000+ users/month, 3 AI images/user/day, zero token cost.

EDUCATION & LANGUAGES

Degree in Film Production, Vancouver Film School, Canada (Cinematography focus)

Languages

Bachelor of Arts, German, College of Charleston, SC (Berlin study abroad; Minga Media internship)

German & Swedish: Bilingual

Media Studies, Österportskolan, Sweden (Rotary International Youth Exchange Scholar)

Japanese: Basic conversation

SELECT CERTIFICATIONS

AI Fundamentals (Google, 2026) • AI for App Building (Google, 2026) • Google AI Professional Certificate (Google, 2026) • Google AI Essentials (Google, 2026) • AI for Writing and Communicating (Google, 2026) • AI for Research and Insights (Google, 2026) • AI for Brainstorming and Planning (Google, 2026) • Agile Foundations (LinkedIn) • Scrum: The Basics (LinkedIn) • Transitioning Waterfall → Agile PM (LinkedIn) • Data-Driven Project Management (LinkedIn) • Salesforce Essential Training (LinkedIn) • Marketing Tools: Automation (LinkedIn)

TOOLS & SOFTWARE

Adobe Creative Cloud (Premiere Pro, After Effects) • Final Cut Pro • Monday.com / Trello / Slack • Facebook Creator Studio & Ads Manager • Google Workspace & Cloud Platform • Salesforce • Marketo • Mavenlink / Asana