

PROFESSIONAL SUMMARY

Vision-driven change agent with career-long record of digital production, innovation, and project management success for leading organizations

A dynamic and motivated professional background and proven work ethic to guide and support digital production, strategic planning, project management, and more.

Creative leader who is known for creating engaging digital experiences in the physical and online world, and merging the two together, with the skillset to mitigate and control costs, drive innovation, cultivate global partnerships, and streamline operations through digital processes and tools. Out-of-the-box thinker who is comfortable working in teams or independently to ensure solutions consistently meet or exceed business goals.

Experience working in various industries for various brands, including B2B/B2C, luxury, innovation centers, showrooms, automotive, retail, museums, and more. Due to a Master's Degree in Marketing & Innovation and a Bachelor's Degree in Computer Science, I am adept at technical language, business communication, strategic planning, and more.

CORE COMPETENCIES

- Digital Production
- Project Management
- Technology Solutions
- Integrated Events & Projects
- Client Relations
- Process Optimization/Definition
- Innovation
- Team Leadership
- Budget Control

PROFESSIONAL EXPERIENCE

IMAGINATION GREATER CHINA, SHANGHAI, MAY 2018 TO JULY 2021

HEAD OF PRODUCTION

Previous Position: Digital Executive Producer (May 2018 to Dec 2019)

- Provided dynamic and comprehensive leadership to up to ten individuals on both live production and digital production teams, including technical leads, developers, producers, production managers, freelancers.
- Served as the main point of contact for the non-digital team for pitches, budgeting, technology & solutions recommendations, and more.
- Ensured the successful delivery of large-scale digital & physical integration projects by serving as the Production Lead and providing effective management.
- Handled all aspects of project budgeting and strategic planning; maintained responsibility for controlling third-party costs.
- Oversaw in-house resources time versus time budgeted to maximize profitability.
- Tasked with resources management and allocation, reviewing short-term/long-term planning, and assessing resources needs.
- Charted the successful development of project documentation, including SOW, project plans, wireframes, test plans, and contact reports.

IMAGINATION ASIA, HONG KONG, AUG 2012 TO MAY 2018

DIGITAL EXECUTIVE PRODUCER, NOV 2014 TO MAY 2018

- Delivered high-quality oversight and leadership to the digital team and agency-wide digital projects in order to support the health and growth of the organization.
- Demonstrated exceptional project management skills while coordinating large-scale projects, such as innovation centers, auto shows, and integrated events.
- Maintained responsibility for team leadership and profitability management; prepared detailed reports for the CEO and Operations Director.
- Spearheaded the implementation of digital processes and tools to streamline agency operations and drive continuous improvement, such as project burn reports, creating better workflow between creative and production teams, and serving as the digital lead for new pitches.

SENIOR DIGITAL PRODUCER, AUG 2012 TO NOV 2014

- Pioneered the development and delivery of digital projects for global clients within the APAC region; handled all aspects of project execution from conception to launch.
- Gained experience working with a range of projects, such as digital & physical experiences, large-scale websites with CMS, and innovation centers; built off experience with online projects and expanded skills.
- Managed creative & production resources, budgets, timelines, burn reports, and both client & technical documents; established processes and templates.
- Conducted trainings and provided guidance to account servicing & live production teams on digital implementation processes, current technology trends, and the digital ecosystem.

TBWA\TEQUILA\, HONG KONG, MAY 2008 TO AUG 2012

DIGITAL PRODUCER

- Devised and innovated online brand strategies while overseeing project management tasks in close collaboration with clients and the creative/production team.
- Supported various projects, including global & small-scale websites, large CMS, e-commerce platforms, social media campaigns, mobile websites & applications, tactical campaigns, and more.

STELLA PUBLICIS DIALOG, PARIS, FRANCE, JULY 2006 TO JULY 2007

ASSOCIATE PROJECT MANAGER

- Strategized, planned, and executed roadshows, events, and street marketing initiatives to promote brands and products.
- Leveraged strong interpersonal and communication skills to negotiate with suppliers; managed budgets.
- Coordinated and managed timelines and project teams to ensure on-time delivery.

KEY PROJECTS AND INDUSTRIES

- **Autoshow Program:** Delivered on stand digital experiences for Ford, Lincoln, Jaguar Land Rover, and Genesis
 - Tier 1 Cities (Shanghai & Beijing), 2014 to 2021
 - Tier 2 Cities (Guangzhou, Chengdu), 2019 to 2021
- **Retail:** Developed and deployed digital solutions in physical retail spaces
 - IWC Schaffhausen (Hong Kong)
 - Pacific Place Mall (Hong Kong)
 - Galaxy Casino (Macau)
 - Vivo Concept Store (Shenzhen)
 - Hotel Jen Smart Signage (Beijing)
- **Innovation Centers:** Led the delivery and implementation of innovation centers across the globe; collaborated with brands, architecture firms and contractors to create innovative digital tools & product showcases using new technology (VR, AR, Video Wall, Touchscreens, etc.) integrated within the physical environment
 - General Electric Innovation Centers in Asia, US, Middle East & Africa (Shanghai, Chengdu, Xian, Abu Dhabi, Istanbul, Johannesburg, Oklahoma City)
- **Online:** Lead various online projects from large scale websites to WeChat mini programs
 - Swire Properties Malls Website with CMS Integration
 - Porsche Dealership WeChat Mini Program
 - Hong Kong Jockey Club Charity Website
 - Standard Chartered Bank Private Banking Website
- **Platforms:** Conducted and collaborated on the production and deployment of large-scale online platforms
 - Ford Guest Experience – Dealership sales tool (Vietnam, Philippines, Thailand, Korea)
 - Imagination Digital Signage Platform (used for wayfinding application and signage on multiple projects)
 - Imagination Experience Platform (used for large scale projects with Analytics and CMS Integration)
- **Museum & Showrooms:** Created digital experiences via data collection for Macau Grand Prix Museum and VIVO Concept Store.
 - Macau Grand Prix Museum (Macau)
 - Carlsberg Visitor Experience (Dali, Yibin)

EDUCATION AND CREDENTIALS

MASTER'S DEGREE IN MANAGEMENT – MARKETING & INNOVATION, 2008

SKEMA Business School, Sophia-Antipolis, France

Study Abroad: Hong Kong University of Science and Technology (Hong Kong) & Concordia University (Montreal, Canada)

BACHELOR'S DEGREE IN COMPUTER SCIENCES, 2004

Robert Schuman University, Strasbourg, France

ADDITIONAL INFORMATION

Languages: French (Native), English (Fluent), Chinese (Beginner)

Technical Proficiencies: Windows, MacOS, Adobe Creative Suite, Google Suite, Office Suite, Omniplan, Omnigraffle, LucidChart, InVision, Trello, ResourceGuru, 10kfeet

Interests: Golfing, cooking, traveling, new technology (IOT, VR, Smart Homes, Displays, LED Lighting, etc.)