

SUMMARY

An award-winning Senior Project Manager with 10+ years of experience in entertainment and emerging technology, specializing in content production, strategic partnerships, and the integration of new technologies. Known for my ability to quickly establish trust and manage complex, high-profile, confidential partnerships effectively, I excel at leading cross-functional teams, optimizing workflows, and driving data-informed decision-making. At Snap Inc., I've led and managed partnerships and content production for Snapchat Cam and other dynamic ventures, fostering relationships with creators, brands, and agencies to develop and distribute immersive experiences. With expertise in creative development, real-time analytics, and performance tracking, I ensure projects exceed high-quality and delivery goals. A strong communicator with a passion for storytelling and media technology, I thrive in high-stakes environments, aligning stakeholders and executing projects with strategic insight and collaborative energy.

PROFESSIONAL EXPERIENCE

SNAP INC., SANTA MONICA, CA | 2025 - Present, Senior Marketing Project Manager

- Directed the end-to-end planning and execution of complex, high-visibility marketing initiatives involving new technologies, global partnerships, and large-scale activations. Oversaw content strategy, stakeholder communications, and executive readiness to ensure seamless delivery and alignment with broader business objectives. Served as the main marketing POC and team lead for Snap Inc.'s presence at Augmented World Expo and Lens Fest, driving event strategy, cross-functional coordination, and on-site execution for two of the company's most impactful annual showcases. Also led the modernization of the Snap Spectacles website, enhancing user experience, streamlining content, and aligning the platform with the company's evolving product vision.
- Served as a strategic cross-functional leader, collaborating with creative, legal, engineering, and operations teams to drive project clarity, execution, and results. Developed scalable workflows and asset management systems that streamlined processes, improved communication, and accelerated timelines across workstreams.

SNAP INC., SAN FRANCISCO, CA | 2022 - 2024 Platform Partnerships Project Manager

- Led AR Lens experiences, managing workflows, partner relations, and technical deployments.
- Developed case studies, analytics reports, and production best practices to optimize AR activations and inform future partnerships.
- Represented Snap at industry events, conferences, and business development initiatives to drive AR platform adoption.
- Drove engagement growth, including a 52% increase in the Kygo x Snap collaboration (Grand Clio Award).
- Spearheaded 16 Live Nation festival AR activations, increasing usage by 85%.
- Led Super Bowl 2024 AR experience, achieving an 85% higher engagement rate than previous sports activations.
- Managed AR content for 50+ stadiums worldwide, increasing engagement by 90%.
- Designed and deployed custom AR experiences for award-winning recording artists, reaching millions of fans globally. Enhanced shareability through geofencing and user-generated content insights.
- Led the creation of the first-ever AR COVID-19 memorial, increasing awareness and engagement by 95%. Optimized storytelling using sentiment analysis.

WALT DISNEY IMAGINEERING, GLENDALE, CA | 2019 - 2022 Project Coordinator, Global Marvel Portfolio

- Managed workflow operations and vendor contracts, ensuring seamless production execution.
- Oversaw multimillion-dollar budgets, keeping projects on track through data-driven decisions.

ACADEMY OF MOTION PICTURE ARTS & SCIENCES, LOS ANGELES, CA | 2019 - 2024 Production Lead, The Academy Awards

- Managed talent operations, vendor coordination, and live broadcast logistics.

THE WALT DISNEY COMPANY, ANAHEIM, CA | 2017 - 2019 Broadcast Production Manager

- Supervised film, video, and photography projects for the Disneyland Resort, optimizing budgets and schedules.

THE WALT DISNEY COMPANY, ANAHEIM, CA | 2009 - 2016 Talent Casting Coordinator

- Managed domestic and global audition staffing and booking for talent at Disney Resorts worldwide.
- Implemented data-driven talent casting workflows, optimizing scheduling and audition tracking for streamlined global acquisitions.

EDUCATION

- San Francisco State University - BA, Journalism (2024)
- Los Angeles Film School - AAS, Cinematography & Film Production (2012)

SKILLS

- Project Management: Budgeting, Scheduling, Contract Negotiation, Workflow Optimization
- Tech Tools: Airtable, Asana, JIRA, Salesforce, Google Sheets
- Production: Talent Operations, Event Logistics, Live & Broadcast Production

AWARDS & RECOGNITION

- Grand Clio Award - Snap x Kygo collaboration (2024)
 - Recognized for innovation in AR content for the Snapchat x Kygo collaboration