

# DIANA YEUNG

CREATING BETTER WAYS TO DELIVER CAMPAIGN SUCCESS



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## CERTIFICATION

 **Certified Associate in Project Management (CAPM)® | PMI**

## EDUCATION

 **Master Of Science: Project Management**  
*SNHU*

 **Bachelor Of Science: Business Economics**  
*Pace University*  
Magna Cum Laude

## SKILLS

### Tools

Wrike  
MS Project  
SmartSheet  
Workfront  
Trello  
Monday.com

### Software

MS Excel | PPT | Outlook  
Keynote  
Jira  
WMJ | Deltek  
Frame.io  
AirTable  
Sprinklr | Hootsuite  
Adobe Illustrator  
Adobe InDesign  
Slack | Teams  
Zoom | WebX

### Language


Chinese (Conversational)

## SUMMARY

Creative, resourceful, and result-oriented project manager and producer. Adept at overseeing end-to-end execution, enhancing resource utilization, optimizing team productivity, reducing turnaround times, ensuring client satisfaction and maximizing campaign impact on time and within budget. Seeking roles that share the passion for bringing creative visions to life, team collaboration, audience connection and driving culture forward.

## EXPERIENCE

### Creative Project Manager, Producer



 Sept 2023 - Sept 2024

 JPA Health (Agency) |  New York, NY

- Led team of 7 creatives with 40+ clients across print, video, social, web, banners, and other digital assets while managing resources (full time and freelancers), timelines, budgets, and scopes
- Managed the production of 10+ video deliverables across 7 clients from crafting unique messaging, scripts, storyboards, onsite filming, and final product hand off
- Communicated frequently with clients and internal team to provide updates and manage expectations across various digital projects
- Identified potential risks to call out to leads while developing mitigation strategies to ensure project success
- Implemented streamlined process from project kick off to completion, resulted in improved efficiency for tracking progress causing a 50% expedited turnaround time

### Project Manager

 Sept 2022 - July 2023

 Barbarian (Agency) |  New York, NY

- Managed a \$5M scope for Amex across multiple social platforms (Meta, TikTok, Twitter, Snapchat, Pinterest) for organic/paid assets within campaigns and activations for Elevated Membership, Experiences/Festivals, B2B, and Employer Brand
- Developed timelines and budgets for 10+ campaigns to ensure proposed concepts, and ideas involving influencers are executable while monitoring burn reports
- Led and collaborated with a team of 36 within account, creative, strategy, technology, production, and creator teams from scope to delivery
- Managed a fast paced 2 month execution for the Coachella campaign, coordinating with 36 team members while creating a strict 2 week timeline for tech to develop an app and ensuring legal compliance is followed throughout the project life cycle
- Partnered with the Production Team and Creator Manager to ensure we are selecting influencer that are the right fit from Pre-Pro to Post-Prod resulting in successful social campaigns within budget, time, and scope
- Led an agency wide event, managing over 90 full time employees and executive leadership across multiple disciplines through a fun three day innovative sprint
- Achieved recognition for employee of the month for executing a successful agency event while delivering projects on time and fostering strong team collaboration

# AWARDS

## Employee of the Month

Recognized for exceptional project management skills and dedication to team collaboration

*“Diana positively redesigned ways of working for my account and has the drive and initiative to try new things without hesitation.”*  
Leslie, Director of Project Management




*“Diana is organized, detail oriented and two steps ahead - all while creating an environment that is genuinely fun for the team. She is a true partner across departments and builds strong, trusting relationships with her colleagues.”*  
Courtney, Account Director

*“Diana has a sharp eye for efficiency plays. She saw an opportunity to automate a very manual (and error-prone) process with an adjusting to existing reports. This implementation is now a standard across the full Project Management team.”*  
Amanda, VP of Operations

*“Diana is a dynamo who wrangles in the team like no one's business and keeps the train rolling. Diana is the best solo cheer squad and high energy hype person a creative team could ask for truly.”*  
Nicholas, Creative Director

*“Diana!!! Thank you for always bringing the best vibes along with diligence, team work, communication and leadership. Congratulations on Employee of the Month!”*  
Grace, Director of Strategy

*“Diana - you are an amazing PM capable of wrangling even the craziest of projects, I know that if I want something done ASAP you're my gal! And nobody sticks to process as well as you!”*  
Chelsea, Assoc. Dir of Project Mngmt

**Project Manager**  Mar 2022 - Sept 2022  
 Grey Group (Agency) |  New York, NY




- Managed a \$4M scope for Vegas across multiple social platforms (Meta, TikTok, Twitter, Snapchat, YouTube) with targeted campaigns for travel, entertainment, food, and sports
- Lead and refined status docs, resource allocations, processes and guidelines while implementing best practices across 8 departments and 30+ project team members
- Executed organic/paid assets and 24hour quick turn deliverables on a daily basis to activate on social trends
- Monitored the social activations that involve utilizing influencers to ensure we are meeting the brief while staying within budget

**Associate Project Manager**  Mar 2021 - Mar 2022  
 Syneos Health (Agency) |  New York, NY

- Led 8 cross functional teams in successfully executing a global product launch for Camzyos in parallel with their FDA Approval timeline, resulting in \$75million in future sales
- Conducted status meetings across multiple BMS brands with a scope of \$2M to \$8M while tracking print/digital projects from implementation to completion
- Developed and managed 10+ project timelines while meeting strict medical, legal, and regulatory standards within budget, time, and scope
- Identified an opportunity to implement an adjustment to the existing reporting, resulting in a streamlined process now utilized across the full Project Management and Finance department

**Market Insights Analyst**  Aug 2019 - Feb 2020  
 Warner Music Group |  New York, NY

- Prepared executive reports on industry performance amongst 5 record labels, and how we measure against our 2 major competitors
- Updated monthly financial and operating metrics from 8 major music streaming services while analyzing the subscriber and revenue growth trends
- Monitored and tracked any data quality issues, variances, and market conditions on a month to month basis
- Collaborated with the customer insights team and other cross functional teams to identify emerging trends and consumer preferences

**Financial & Treasury Capital Controller**  Jan 2016 - Aug 2019  
 JP Morgan & Chase |  New York, NY

- Monitored and balanced million dollar cash flows while identifying efficiencies and opportunities for cost reductions across multiple regions
- Managed projects for the implementation of new modules: collaborated with 26 different business functions & recreated the existing framework
- Ensured reporting requirements meet strict deadlines in preparation for daily sign off, monthly close, and quarterly close
- Identified and analyzed data quality and reporting anomalies while providing explanations for variances and status updates on a monthly basis