

**Summary:** Pragmatic and organized project manager with a decade of experience leading multi-year programs, managing events, and bridging the gap between operational structure and creative execution. Exceptional at translating high-level strategic goals into straightforward, repeatable processes that keep cross-functional teams aligned. Combines a strong background in program oversight with hands-on expertise in digital design to manage tight timelines, balance stakeholder requirements, and track deliverables from concept to completion.

## **Professional Experience**

### ***Sunburst School of Music***

#### **Project Manager and Content Lead**

January 2025 - Present

- Manage cross-functional content and marketing operations via Asana, coordinating deliverables across social media, digital platforms, and physical touchpoints to maintain team alignment and on-time delivery
- Led end-to-end development and launch of multiple merchandise lines (apparel, stickers, custom packaging), owning the full project lifecycle from concept through production and delivery to generate \$3,000+ in fundraising revenue
- Drove a 43.6% year-over-year increase in monthly website traffic through structured update cadences, CMS maintenance, and coordinated campaign rollouts
- Directed visual asset pipeline for ad campaigns, resulting in a 37% increase in Instagram engagement within 90 days

#### **Program Manager**

December 2019 - January 2025

- Managed core program operations during a period of rapid growth, scaling enrollment capacity by 75% and supporting a 105% year-over-year increase in membership volume (2023–2024)
- Led the end-to-end launch of the licensed Music Together program, coordinating the implementation timeline, compliance requirements, and marketing push to generate \$50,000 in revenue within 18 months
- Produced approximately 35 live community events annually, owning the entire lifecycle from logistics, staffing, and partner management to day-of execution
- Managed and supported a team of 12 creative instructors through regular 1-on-1s, performance check-ins, and classroom observations to ensure team wellness, instructional readiness, and curriculum alignment
- Structured workflows for an administrative team of 8 part-time employees, using clear asynchronous communication to reduce operational lead times and unblock daily bottlenecks
- Built and maintained regional partnerships, including with Pittsburgh Public Schools and local organizations, to expand community access to programming and live events
- Developed and tracked KPIs for enrollment, event attendance, and program revenue; used data to inform resource allocation and strategic planning

#### **Senior Instructor**

December 2015 - August 2021

- Taught approximately 50 students weekly private lessons, early childhood music classes, and the Sunburst Band Program
- Led early childhood and elementary music groups, overseeing curriculum delivery and classroom management for students ages 4–8
- Facilitated private lessons for drum set, guitar, and ukulele, tailoring exercises and repertoire to meet the unique goals and skill levels of each student

## Education

### **Indiana University of Pennsylvania**

2016 - 2017

Graduate Coursework in Clinical Mental Health Counseling

Completed 24 credits of advanced coursework focusing on active listening, crisis management, clinical assessment, interpersonal dynamics, and behavioral psychology

### **Slippery Rock University**

2010 - 2014

Bachelor of Music in Music Therapy

## Certifications

### **UX Design Certificate**

2023

CareerFoundry

## Skills

### **Core Project Management**

- **Methodologies & Practices:** Agile & Lean principles, creative lifecycle management, end-to-end launch orchestration, resource allocation, scope/capacity management, workflow optimization
- **Delivery & Communication:** Asynchronous communication, roadblock resolution/bottleneck removal, multi-disciplinary team alignment, feedback synthesis
- **Tools & Platforms:** Asana, Notion, Trello, Slack, Google Workspace, CMS Platforms

### **Strategy & Leadership**

- **Operations:** Process optimization, strategic roadmapping, scalability planning, KPI development
- **Leadership:** Person-first perspective, cross-functional team leadership, multi-disciplinary team management, vendor and partner relations, mentoring,

### **Creative & Visual Design**

- **Design Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Canva
- **Specialties:** Print production, physical packaging design, brand identity, typography, layout design, infographics
- **Multimedia:** Video editing, digital asset creation, asset pipeline management

### **Content & Platform Management**

- **Web & CMS:** Web maintenance, CMS management (Duda, Framer, Wix, Squarespace), UI/UX principles, SEO copywriting
- **Marketing & Communications:** Integrated content strategy, social media scheduling (Instagram, Facebook), email marketing calendar management