

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