

SUMMARY

Strategic Project Manager with 15+ years of experience driving complex, cross-functional initiatives across marketing, eCommerce, and digital platforms. Proven success in supporting business development-led partnerships, managing global stakeholder alignment, and delivering projects across commercial, technical, and product workstreams. Skilled in partnership integration, GTM execution, and operationalizing processes that scale. Adept at influencing leadership and collaborating with Sales, Product, R&D, and Marketing teams to achieve business-critical outcomes in fast-paced environments.

PROFESSIONAL EXPERIENCE

Sony Music Entertainment – New York, NY (Contract)
Senior Project Manager, Business Operations – July '22 – Feb. '24

- Partnered with VP of Business Operations on strategic cross-functional initiatives tied to global partnerships and business development.
- Led end-to-end project delivery across technical and commercial workstreams, ensuring alignment between Sales, Product Marketing, and Operations teams.
- Developed risk assessments, project tracking, and reporting frameworks to provide visibility to senior stakeholders.
- Drove discovery and integration planning for nonstandard partner initiatives, ensuring on-time delivery of GTM milestones.

Claire's – Hoffman Estates, IL (Contract)
Project Manager, Marketing – Nov. '21 – June '22

- Managed the rollout of a global standard operating process for seasonal campaigns, aligning regional teams to partnership-driven GTM objectives.
- Collaborated with Product, Creative, and IT to launch a new Digital Asset Management tool, enabling more efficient partner content delivery.
- Streamlined workflows across global marketing and eCommerce, improving speed-to-market for partner campaigns.

Francesca's – Houston, Tx (Contract)
Project Manager, Marketing & Creative – May '21 - October '21

- Coordinated cross-functional teams (Creative, eCommerce, Marketing) to deliver on partnership-related projects.
- Facilitated GTM planning, status reporting, and milestone tracking to ensure alignment with business development objectives.
- Owned communication with stakeholders, providing clear updates on deliverables, risks, and dependencies.

Hudson Bay Company/Le Tote (Lord & Taylor) – New York, NY
Senior Manager, Project Management & eCommerce Operations - Lord & Taylor - 2018 - 2020

- Directed a team overseeing 360° media and marketing campaigns in partnership with external vendors and publishers.
- Served as PMO lead for cross-functional initiatives spanning Marketing, Merchandising, Creative, and IT, ensuring alignment across commercial and technical workstreams.

- Owned delivery of partnership-driven eCommerce initiatives, managing GTM timelines, content integration, and stakeholder communications.

Project Manager, Marketing & eCommerce Operations - 2014 – 2018

- Oversaw system migrations and platform launches, working closely with IT, Product, and Marketing teams to ensure successful execution.
- Created and communicated schedules and roadmaps across multiple departments to support business-critical projects.
- Managed stakeholder alignment across Marketing and eCommerce to support digital transformation and new partnership integrations.

EDUCATION

Columbia University - New York, NY
Bachelor of Arts (B.A.) – Italian

CORE SKILLS

- Strategic Partnerships & Business Development Support
- Cross-Functional Project Leadership (Sales, R&D, Product, Marketing)
- GTM Execution & Enablement
- Partner Integration & Stakeholder Management
- Excellent Written & Oral Communication
- Risk Analysis & Mitigation Strategies
- Process Optimization & Playbook Development
- Reporting & Forecasting Alignment with Sales Ops
- Tools: Basecamp, Asana, Jira, Slack, Confluence, SharePoint, Box.com DAM platforms