

# Shayna Thea

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LinkedIn

## Profile

### Certified Project Management Professional (CAPM) | Agile Practitioner | Cross-Functional Team Leader

Certified project management professional with extensive experience leading cross-functional teams to deliver high-impact projects across diverse industries. Adept at optimizing workflows, managing stakeholder relationships, and ensuring projects are completed on time, within scope, and aligned with strategic objectives. Skilled in Agile methodologies, resource allocation, and team leadership to drive measurable business outcomes. Recognized for exceptional communication, problem-solving, and organizational skills, fostering collaboration and delivering innovative solutions in complex, fast-paced environments.

## Key Strengths

### Client Acquisition & Retention

- Retained 90% of clients by delivering high-quality video projects and providing exceptional customer service.
- Secured 25+ client referrals through consistent project success and demonstrated value.

### Project Coordination & Efficiency

- Streamlined workflows and optimized resource allocation to meet tight deadlines and project milestones.
- Delivered projects ahead of schedule, earning consistent client praise for efficiency and organization.

### Project Volume & Scope

- Effectively managed 2-3 large-scale projects simultaneously, balancing competing priorities and resources.
- Delivered 1000+ diverse projects, ensuring alignment with KPIs and maintaining quality standards.

### Engagement & Reach

- Led content marketing initiatives, navigating platform-specific challenges to achieve strategic goals.
- Drove 200M+ views across platforms (YouTube, Instagram, TikTok.), boosting audience engagement and amplifying brand presence.

### Team Leadership

- Directed 80% of project teams as lead coordinator, fostering collaboration and achieving shared objectives.
- Mentored team members, enhancing project outcomes through actionable feedback and leadership.

### Workflow Optimization & Risk Mitigation

- Ensured 100% on-time delivery by proactively addressing risks and improving processes.
- Centralized asset management systems, reducing inefficiencies and accelerating team productivity.

### Agility & Time Management

- Thrived in fast-paced environments, pivoting quickly to handle changing priorities and deadlines.
- Mastered advanced time management techniques to balance multiple projects with competing demands.

## Project Management Skills & Tools

Agile, Scrum, Waterfall, Asana, Jira, Microsoft Projects, Google Suite

## Core Skills

Stakeholder Communication, Cross-functional Leadership, Resource Allocation, Process Improvement, Workflow Optimization, Strategic Planning, Risk Mitigation, Change Management, Timeline Management

## Interests & Other Proficiencies

Adobe Suite, Python, Slack, Crossfit, Interior Design, Golf, FI

## Experience

### FREELANCE PROJECT MANAGER & DIGITAL CONTENT STRATEGIST

2013 – PRESENT

- Led diverse, multi-organizational teams to deliver projects by coordinating stakeholders, streamlining workflows, and ensuring timely execution.
- Spearheaded end-to-end project organization, managing asset libraries, ensuring seamless collaboration across teams.
- Optimized production schedules and prioritized deliverables to meet tight deadlines without compromising quality.
- Directed project planning efforts to align resources, timelines, and client goals for successful project outcomes.
- Leveraged post-production expertise to enhance final deliverables, ensuring alignment with project objectives and client expectations.

### CLIENT HIGHLIGHTS

#### Studio Ramsay

2020-2024

- Delivered 40+ digital series episodes and 100+ social media assets, achieving 100M+ total views, including a Webby Award Honoree episode with 17M views.
- Supported new project acquisitions by producing four development pitch materials.

#### Fuse Network

2020-2022

- Managed post-production workflows for eight TV series, consistently delivering ahead of schedule and contributing to a GLAAD-nominated series.

#### AwesomenessTV/Viacom

2013-2020

- Oversaw 300+ videos across 30+ series, including branded content for clients such as Gatorade and DreamWorks.
- Maintained efficient workflows to handle high-volume, quick-turnaround projects, ensuring quality and consistency.

### Other Notable Clients

- Vice Media, Ellen DeGeneres Digital, Believe Limited, KEW Media

## Education

UNIVERSITY OF SOUTHERN CALIFORNIA - BS COMPUTER SCIENCE & BUSINESS ADMINISTRATION

GOOGLE PROJECT MANAGEMENT: PROFESSIONAL CERTIFICATE