

STANLEY TANG

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SEASONED SENIOR PROGRAM / PROJECT MANAGEMENT PROFESSIONAL

Digital media veteran with a proven record of success delivering programs and digital projects. Apply combination of technical skills, business acumen, strategic planning, data analytics, and creative ideation to measure, devise, execute and iterate products and programs that champion user experience (UX), customer engagement, and return on investment (ROI). Manage full lifecycle projects from inception through launch; develop strategies, design, and product roadmaps, manage finance, oversee cross-functional teams, and produce results that exceed expectations. Streamline process and improve efficiency that directly translate into baseline success.

Core Competencies:

Program Management / Project Management / UX / Web & Mobile App Development / Agile Development / Data Analytics / Strategic Planning & Execution / Process Standardization / Team Operational Efficiency

CAREER HIGHLIGHT

- Led key projects and new product delivery for **Spotify** and achieved 11% increase in annual user engagement growth in 2019
- Launched **CyberEdge**, mobile app for **AIG**; created B2B sales tool and new business offering for cyber insurance marketing capabilities. – Achieved 30% growth rate and received The Silver Anvil Award – Public Relation Society of America, and The Hubbies Best Brand App of the Year Award in 2014
- Launched **GetBACNYC** mobile app for **NYC DOT**; as part of the **Vision Zero** Anti-DWI “Choices” campaign for the New York State Department of Transportation (NYC DOT). Conducted competitive analysis; defined features, value proposition, and strategy to raise awareness. – Received the Platinum PR Award (PSA category), PR News, 2014
- Spearheaded redesign and development of **WomensDay.com** site, achieved average 15% to 18% overall higher ad click-through, impression, page views, and result in placement and CPM increase
- Led \$1.2M interactive branded marketing content initiative for **Nissan** as part of the **ESPN** Heisman trophy event presentation; successfully launched targeted sweepstakes, trivia, and games

PROFESSIONAL EXPERIENCE

▶ **Senior Program Manager (Contract)** / Verizon New York, NY | 12/2020 – Present
Support Verizon Consumer Group (VCG) CX Design Operation team on product design and UX design programs and initiatives. Focus on improving design operation, processes, and efficiency. Lead new program intake from planning, requirements, to resource allocation for various design practice in the U.S and oversea. Identify risks and issues impacting UX Design led workstreams and collaborate with Product Management and stakeholders to drive timely issue resolution on the program level. Partnering with Verizon business groups on value driven programs that directly impact revenue growth, customer experience and increase NPS.

▶ **Senior Project Manager (Contract)** / Group SJR (WPP) *New York, NY | 11/2018 – 11/2019*
Led delivery of all digital projects. Managed all phases of digital design, content, production, and technical development. Advised and strategized on new business campaigns and product launch. Applied baseline processes that improved overall efficiency and cost of delivery. Clients included: *Spotify, Mattel, Pfizer, Exxon, Drax, ANA.*

▶ **Senior Project Manager** / BURSON-MARSTELLER (WPP) *New York, NY | 6/2013 – 11/2017*
Oversaw digital product development and production of multi-platform websites and mobile applications. Partner with clients, including AIG, NYC-DOT, Peabody Energy, American Gas Association, Sun-Maid, and Nestle Water NA, and lead project teams comprised of UX, design, development, production, and vendors to orchestrate marketing campaigns, devise end-to-end content strategy, and design product roadmap for new and existing products, feature enhancements, and content migration.

▶ **Project Manager** / HEARST MAGAZINES *New York, NY | 6/2010 – 9/2012*
Oversaw product development and production of digital media, mobile application, and e-reader titles. Supervised cross-functional project teams, including web designers; creative directors; developers; IT, marketing, QA, and product managers; SEO specialists; editors; and vendors.

▶ **Project Manager** / BUDDY MEDIA (SALESFORCE) *New York, NY | 3/2009 – 6/2010*
Championed social media, marketing, and branding projects for this niche social media start-up platform. Led teams; oversaw design, development, and launch cycles; formulated statements of work, schedules, and specifications; produced custom branding pages and applications that increased audience reach, fan bases, site traffic, customer spending, and ad revenue for clients, including Atlantis, Fanta, Allstate, Yoostar, Elle Magazine, and Busch Garden Entertainment.

EARLY CAREER: Senior Producer / AOL TIME WARNER, 2008 // **Lead Senior Technical Producer** / ESPN, 2007 // **Marketing Producer**, MAJOR LEAGUE BASEBALL ADVANCED MEDIA, 2004-2007

EDUCATION & PROFESSIONAL CREDENTIALS

Certifications: Data Analytics, Cornell University // Software Product Management (SPM), Product School // Scrum Master, Rally Enterprise Training // Project Management Professional (PMP), New York University // Advanced Web Design, New School University

Education: Multimedia Art / CITY COLLEGE OF CITY UNIVERSITY OF NEW YORK / 1991 – 1996

Software & Programming Skills: Microsoft Office Suite, Project, Visio / Smartsheet / Basecamp / Podio / Asana / Slack / Atlassian JIRA, Confluence, Trello / AxureRP Pro / Figma / Zeplin / Adobe Photoshop, Illustrator, AEC (Omniture) / Drupal / Wordpress / Git / Coda / Google Marketing Platform / Flurry Analytics / SEO / Campaign Monitor / MailChimp / SurveyMonkey / HubSpot / Magento / Drupal Commerce / HTML5 / CSS3 / JavaScript