

# STEPHANIE LAYTON, PMP, CSM

## MARKETING & CREATIVE PROGRAM MANAGEMENT + OPERATIONS

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Program manager and producer with over 10 years of experience leading marketing, brand strategy, design, and technical programs. Brand-side, agency and consulting experience. Critical thinker, problem solver and expert in project management methodologies (Agile / Waterfall / Scrum / Hybrid). Interest in strategy, analytics, content, corporate social responsibility, productivity & motivational theory.

## EXPERIENCE

### **SENIOR MANAGER, MARKETING & CREATIVE PROGRAM MANAGEMENT – YETI**

(January 2021 – present) *Austin, TX*

- Senior Program Management departmental lead for internal creative services team
- Manage strategic marketing planning process and partner with cross-functional leaders across new product development, eComm, operations to ensure integration and communication of dependent timelines
- Evaluate and communicate priorities across concurrent projects with multiple stakeholders with competing business objectives
- Provide standardized process and foundational team support while measuring, analyzing, and improving ways of working
- Manage high-performing program management and operations teams

### **MANAGER, MARKETING & CREATIVE PROGRAM MANAGEMENT – YETI**

(December 2019 – January 2021) *Austin, TX*

- Program Management departmental lead for internal creative services team
- Managed teams of content producers, designers, copywriters, videographers, editors, brand strategists, and marketers across multiple, concurrent omni channel programs
- Responsible for successfully delivering campaigns that lead to a record \$1B in sales while in a constantly evolving COVID-19 environment
- Introduced Agile mindset and quickly adapted the team's ways of working to be fully remote and nimbler in times of great uncertainty
- Created planning and reporting initiatives to keep program teams on track and leaders informed
- Grew and evolved Operations; created process & documentation, up-leveled resource management function, and oversaw the rollout of new PM tool
- Managed and mentored high-performing marketing program management team; was a source of positivity and inspiration that helped retain top talent

### **SENIOR PROGRAM MANAGER / TEAM LEAD – Global Creative Services, Vrbo (an Expedia Group Company)**

(March 2017 – June 2019) *Austin, TX*

- Digital and integrated campaign Agile Program Manager / Scrum Master Lead for global internal creative services agency
- Managed cross-functional teams of designers, copywriters, developers, videographers, editors, brand strategists, and marketers across multiple, concurrent omni channel programs
- Process improvement, training and management of global project / program management teams

## **DIRECTOR OF ACCOUNTS – Foxtrot Design (a SXSW company)**

(2016 - 2017) *Austin, TX*

- Account Director for brand strategy, UX, and digital product design agency accounts
- Clients included: Google Creative Labs, SXSW, Austin Film Society
- Agency Project Management Office (PMO) lead; process improvement and training

## **PMO / OPERATIONS LEAD – Analytics and Insights Group, W2O Group Agency**

(2015 – 2016) *Austin, TX*

- Senior-level operations / project management and strategic planning for social analytics business unit of mid-sized integrated marketing agency
- Clients included: Whole Foods Market, Nike, Red Bull, Coca-Cola, Intel, P&G, HP, CitiGroup, Warner Bros
- Manage teams across multiple, concurrent projects thru the project lifecycle
- Resource management of 70+ person team; process improvement, management and training

## **SENIOR PROJECT MANAGER, W2O Group Agency**

(2011 – 2015) *Austin, TX*

- Senior-level project management of biz development and media & engagement business units
- Corporate event planning and management
- Lead Executive Assistant and operations management for 100+ person Austin office

## **PROJECT MANAGER / MARKETING STRATEGIST, B-Side Entertainment**

(2006 -2009) *Austin, TX + New York, NY*

- Integrated marketing strategy for feature films and film festival proprietary software
- Project management and tactical execution of digital marketing objectives and acquisitions
- Event management for marketing and trade show productions

## **SKILLS / TOOLS**

**SKILLS:** Managing cross-functional teams, operations and resource management, budgeting, risk mitigation, test and learn, data analytics, PMO management, brainstorm facilitation, Scrum, Kanban, SAFe, leadership and consulting

**TOOLS:** Trello, Jira/Confluence, Asana, Harvest, Box, Dropbox, NetSuite, Smartsheet, Mavenlink, Workfront, Basecamp, Visio, InVision, Float, Adobe Creative Suite, Google Apps, MS Office Suite

## **EDUCATION**

**University of Delaware**

**BACHELOR OF ARTS** - Journalism / Film

## **CERTIFICATIONS**

**PMI**

**PROJECT MANAGEMENT PROFESSIONAL (PMP)**

**SCRUM ALLIANCE**

**CERTIFIED SCRUM MASTER (CSM)**