CHRIS SHEMZA

PROGRAM & PROJECT MANAGER, CREATIVE OPERATIONS,
PROCESS IMPROVEMENT SPECIALIST

T: (818) 919-4414
E: ChrisShemzaPM@gmail.com
LinkedIn   Website   Portfolio (PDF)

PROFILE

With 16+ years of experience, I'm a seasoned Operations and Program/Project Manager, specializing in client-facing creative projects. I've successfully completed numerous complex programs and projects, boosting revenue and client satisfaction. My skills include project planning, resource management, stakeholder collaboration, leadership, communication, and creative problem solving. I hold a Bachelor of Business & Marketing degree, a Visual Communication program certificate and Six Sigma Process Improvement certificate. I'm eager to contribute to a thriving organization and champion creative initiatives.

CORE COMPETENCIES

- Leadership & stakeholder management
- Complex problem-solving
- Managing creatives, developers
- Change management
- Software implementation & training

- Process improvement
- Conflict resolution
- Creative project mgmt
- Workflow optimization
- Waterfall and Agile

- Client relationship management
- AI & Tech Integration
- Resource allocation
- Data analysis
- Quality Assurance

WORK EXPERIENCE

SENIOR CREATIVE PROGRAM MANAGER
QuidelOrtho, San Diego, CA – 12/22 - 09/23

- Managed programs consisting of 85 concurrent projects, empowering project owners for smooth progression, focused on at-risk and late projects, team training, and tracking.
- Reorganized the department workflows and tripled productivity, achieving a 73% on-time project delivery rate, up from 21%. Implemented change-management techniques for enhanced efficiency and stakeholder buy-in.
- Fostered teamwork and empowered team members for excellence. Onboarded new hires and trained junior PM staff, creatives, managers and clients on project management, ticketing and proofing software.
- Coordinated print and digital deployment efforts and approval gates.
- Implemented standardized asset timelines, SOPs and workload balancing.
- Provided transparent reporting on KPIs and program progress using dashboards and data analysis and continuous process improvement support.
- Successfully rolled out new proofing software, digital asset management (DAM), backup solution and project management tools to the team to cover project needs from intake, to delivery, project close and archiving.

SENIOR CREATIVE PROGRAM MANAGER & PROCESS IMPROVEMENT SPECIALIST
West Coast University, Los Angeles, CA – 06/22 - 12/22

- Successfully managed internal client relationships and projects for both West Coast University and American Career College. Trained, coordinated and encouraged cross-departmental alignments and collaboration.
- Utilized both waterfall and agile methodologies for efficient project execution.
- Spearheaded new project timelines and milestones for improved efficiency and tracked improvement.
- Managed diverse internal stakeholders from various departments.
- Pioneered internal process improvements using process maps and change management for implementation.
- Restructured a problematic email creation processes, introduced templates and intake forms, achieved a faster, error-free workflow for efficient email campaigns.

MARKETING PROJECT MANAGER

Petco Health & Wellness Company, Inc., San Diego, CA – 12/21 - 06/22

- Project managed medium to large marketing and creative initiatives from intake to delivery.
- Created a Smartsheet-based system for project intakes, evaluation, execution, and cross-team communication. Introduced intelligent timelines, capacity heat maps, KPI dashboards, and automated stakeholder notifications for enhanced visibility and progress tracking.
- Addressed obstacles and workflow pain points across multiple marketing and creative services channels through research and interviews. Proposed and implemented process enhancements through process mapping, automations, notifications, conditional formatting, and consolidations.
- Maintained support materials, FAQs, SOPs, and training for stakeholders and new hires on Sharepoint.
- Achieved significant improvements in on-time project delivery, cross-team communication, organization.
- Enhanced communication with executives, clients, and vendors, leading to increased satisfaction and reduced turnover among employees.

CREATIVE SERVICES CROSS-CHANNEL PROGRAM MANAGER

Growing Naturals Plant Proteins, Los Angeles, CA – 06/08 - 12/21

- Daily management of 4 programs: Packaging Lines, Print Library, Annual cycle of International Tradeshows and Web programs to support the company's 45 products sold retail worldwide in multiple languages and online.
- Led and recruited a team of creatives, coordinated with suppliers and production partners to ensure high-quality deliverables and timely project execution.
- Structured communication and mapped workflows across advertising, marketing, creative, media, digital, and production departments. Implemented automation tools for monitoring progress and departmental goals.
- Maintained a digital assets library with all branding elements, packaging and print assets for the creative and sales teams. Quality and legal review logs and version control.
- Implemented automation tools to monitor progress, departmental goals, key milestones, and delivery schedules.

EDUCATION

California State University, Northridge, CA – **B.A. Business & Marketing**

The Council for Six Sigma Certification - **Six Sigma Green Belt Certification**

University of California, Los Angeles, CA – **Design & Visual Communication**

Valley College, Los Angeles, CA – **Engineering & Applied Sciences**

PMI - Online Certification – **PMP**

CERTIFICATIONS

Smartsheet Core Product Certification   **Lucidchart Diagramming Foundations**

SOFTWARE PROFICIENCIES

Project Management: Proficient in all major project management packages.

Process Improvement & Mapping: Lucid, Microsoft Vizio, Microsoft Power BI

Day-to-Day Operations: Salesforce, Microsoft Office, Teams, Google Docs, Apple iWork

Creative Design / Production: Adobe Creative Suite, Creative Cloud, Digital Asset Management

Artificial Intelligence: ChatGPT, MidJourney, A.I. tools within project management and mapping tools