

# NATHALIE Q. PHAN

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## SUMMARY & OBJECTIVE

- ✦ Results-driven and accomplished Project Manager with over a decade of digital media experience.
- ✦ Adept at leading and expanding high-performing teams, optimizing processes, and driving cross-functional collaboration that has resulted in 20-60% QoQ revenue growth and 4x project growth for various companies.
- ✦ Skilled in G Suite, Excel, SQL, JIRA, Tableau, FIGMA, Notion and other project management and data tools.

## RELEVANT EXPERIENCE

### Team Lead, YTM Content Operations | YouTube Music (via Cognizant)

Sept 2019 to June 2023 | Austin, Texas

- ✦ Directed a 70-person Content Operations team with 28 direct reports; facilitated a 7x team expansion and 4x project growth, resulting in an increase of 7x revenue for the organization
- ✦ Managed 19 critical, high-priority, and data-intensive workflows across 21 international markets, helping YouTube Music become the fastest growing music streaming service in the world and resulting in a 98.9% average weekly quality rating
- ✦ Implemented process improvement strategies using tools like JIRA, G Suite and SQL, that resulted in consistent 99% monthly client satisfaction ratings
- ✦ Facilitated the swift resolution or escalation of over 1,000 tasks daily, ensuring seamless project progression

### Marketing & Communications Coordinator | SHI International

January 2017 to August 2018 | Austin, Texas

- ✦ Led data-driven internal marketing campaigns, driving quarter-over-quarter sales growth of 20% to 60% throughout tenure
- ✦ Adopted a data-driven approach to content editorial strategies, increasing weekly newsletter engagement by 40% through precise open- and click-rate tracking
- ✦ Executed a company-wide half-year sales campaign and rebranding initiative, contributing to a 35% increase in sales growth during that period
- ✦ Organized company events by procuring sponsorships, booking venues and catering vendors, securing keynote speakers and entertainment, and handling travel accommodations for awards ceremonies, sales training for top sales leaders and the company's annual sales conferences of over 5,000 attendees
- ✦ Orchestrated 360-degree internal digital communications across a 4,000+ employee organization, encompassing video content, targeted emails, and sales reports

### Founder, Business Operations | SoundSync Music

January 2019 to Present | Austin, Texas

- ✦ Leverages social media, email marketing and drip campaigns to pitch catalog of original songs and recordings by over 60 independent musicians, achieving consistent 25%-50% year-over-year revenue growth with total revenue exceeding \$500k
- ✦ Maintained partnerships with major publishers, such as Universal Music Publishing Group and Concord Publishing, to execute three annual songwriting camps for local Austin songwriters, resulting in over \$300K in economic development for the city
- ✦ Top clients include: HBO, Apple TV+, Disney, the CW, CBS, Warner Brothers, Amazon, Target
- ✦ **Fun Facts:** Honored as one of the "20 of 2020" by the *Austin Chronicle*, frequently panelist at SXSW, and followed by @BarackObama on Twitter

### Founder, Lead Creative Strategist | On Vinyl Media Group

April 2015 to Present | Austin, Texas

- ✦ Consults brands on content strategy & designs impactful websites for over 20 local businesses
- ✦ Spearheaded experiential marketing initiatives, orchestrating over 30 successful events with over 50 sponsors
- ✦ Designed and executed content strategy plans, email marketing initiatives, and social media planning
- ✦ Adept as using FIGMA and CMS programs for conceptual design and content management
- ✦ Utilizes Notion and Trello for project management and cross-functional collaboration

## EDUCATION

### B.B.A. Digital Media Management, minor in Communications

Munday School of Business

St. Edward's University, Class of 2016

Austin, Texas

- ✦ Dean's List & Munday Scholarship recipient
- ✦ Business Honors Program
- ✦ Teaching Assistant for several courses:
  - Principles of Management
  - Business Communications
  - Strategic Management

Proud alumna of St. Agnes Academy College Preparatory '12

Houston, Texas

## SKILLS

- ✦ Proficient in SQL & Tableau
- ✦ Business Strategy & Operations
- ✦ Content Strategy & Creative Branding
- ✦ Digital Media Management
- ✦ Adept at using FIGMA for conceptual design
- ✦ Familiar with SEO best practices
- ✦ Proficient in JIRA, Notion, Asana, and Trello
- ✦ Workflow Process Management & Optimization
- ✦ People & Resource Planning
- ✦ Team Leadership and Development
- ✦ Data-Driven Process Improvement
- ✦ Cross-Functional Collaboration
- ✦ Project Management
- ✦ G Suite Expert

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