

Annie Le

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PROGRAM / PROJECT MANAGER/ WORKFRONT ADMINISTRATOR

A certified **Project Manager** with over ten years of experience at managing programs, projects, and delivering operational excellence through people and team development, customer focus and continuous improvement. A dynamic leader with excellent problem-solving, leadership and customer management skills whose effectiveness has been proven in critical, highly-challenging environments.

PROFESSIONAL EXPERIENCE

Certified Adobe Workfront Core Developer

Freelancer / Workfront Consultant

2023 - present

Dallas, TX, Remote

Workfront expert and system administrator helping clients manage the technology, workflows, training, and process development. Support day-to-day system needs and adjustments such as reports/dashboard administration, data integrity/clean up, as well as basic troubleshooting and bug escalation. Create and document processes for adoption, standardization, and alignment.

- Led a project to consolidate seven different technology platforms into a single Workfront instance. Built the framework within a tight six-week timeframe, enabling enhanced collaboration, streamlined workflows, and improved project management efficiency.
- Played a crucial role in migrating all programs and projects into the Workfront platform within a month. Carefully planned and executed the migration process to ensure a smooth transition with minimal disruption. This consolidation facilitated centralized project tracking, improved visibility, and streamlined communication across teams
- Collaborated with the creative marketing team to optimize and streamline their reporting by enhancing reports and dashboards within Workfront. This provided stakeholders and managers with value insights into project progress and performance, enabling identification of bottlenecks, increased efficiency, and informed decision-making.

Project Manager, NPD Skincare Program

Cutera

2022 - 2023

Brisbane, CA, Remote

Founding member of a clean and efficacious skincare product line specifically developed to enhance medical aesthetic device treatments.

- Managed all project timelines, budgets and vendors for new product launches.
- Developed the skincare program by introducing industry best practices, NPD templates, and processes.
- Communicated with stakeholders on project development and management activities, created project plans, routinely followed-up on status, and supported task assignments that allowed the program to accelerate by 3 months ahead of scheduled delivery.

Marketing Project Manager, Operations

CertainTeed / Saint-Gobain

2022 - 2022

Malvern, PA, Remote

Supported the Marketing Operations on their digital transformation journey as their Workfront SME and System Administrator.

- Successfully helped migrate 90% of existing programs and projects into Workfront within the first month of onboarding with the team.
- Configured Workfront objects (custom forms, project templates, programs, projects, reports, dashboards, approval processes, job roles, teams, groups, filters, views, groupings, etc) to help Marketing Operations optimize and maintain the tool.
- Built custom reports and dashboards within the Workfront tool that users and managers can utilize to drive effectiveness within their teams.
- Trained users of the Workfront system, and share and document processes and best practices.

Program Manager/Workfront Administrator, Strategic New Business
IPSY/ MadeBy Collective / BFAI

2020 - 2021
Dallas, TX, Remote

Creating beauty brands for luminaries of diverse communities.

- Successfully delivered two new eCommerce sites that generated over \$100K in sales order on launch day.
- Implemented Adobe Workfront platform to streamline processes and cross-functional communication that improved artwork release turnaround time by 20%.
- Managed all go to market project plans and eCommerce projects.
- Performed routine maintenance and updates to digital sites, and conducted UAT testing for new product / function release.

Program Manager, Global PMO & Manufacturing Operations
Mary Kay

2019 - 2020
Lewisville, TX

Led multiple cross-functional projects to deliver quality and innovative beauty products that support HER hard-working portfolio and business.

- Established new phase-Gate questions and requirements as part of the Global New Product Development initiative to accelerate new products to market by three months.
- Gatekeeper for new business objectives and gate reviews to ensure 100% of criteria and information are met prior to moving on to next phase of development.
- Avoided a systems compliance issue by bringing together Quality Systems, Configuration Management and Production team to develop a plan to move forward.

Project Manager, Product Development & Brand Marketing
Rodan and Fields

2016 - 2019
San Francisco, CA

Managed new product line portfolio by planning and executing project plans from concept to launch using Workfront and ProofHQ.

- Managed the development of three new products that have yielded over \$200M in sales revenue from 2016 to 2019.
- Successfully executed various eCommerce projects that include marketing promotions and social campaigns, customer loyalty program, and global price initiative update.
- Coordinated the timing of all NON-OTC and OTC product testing requirements to ensure each product launch is compliant for use in targeted markets, past all safety, consumer and claims.

EDUCATION & CERTIFICATIONS

Adobe Workfront Core Developer Profession | March 2022

Scrum Certification (ID# 786688) | May 2018

Project Management Professional (PMI ID# 4222985) | Aug 2017

Certificate Program in Project Management | Sept 2016 | UC Berkeley Extension

Bachelor of Science, Neurobiology, Physiology and Behavior | Sept 2006 | UD Davis