

Ann Campea, MSPM, MPH, PMP

Vice President, Operations

Experienced project management professional working in the creative and marketing operations space with executive oversight of creative production and operations, and proven success in managing project and production managers to deliver a high volume of large-scale, complex marketing campaigns (including print and digital) in a fast-paced environment.

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SKILLS

Project Management Program Management Management Strategic Planning Public Speaking Team Building
Cross-functional Team Leadership Negotiation University Teaching Training Budgets Operations
Program Planning and Evaluation Process Improvement Product Launch Change Management

WORK EXPERIENCE

Vice President of Operations

One & All Agency

07/2022 - Present

One & All is a marketing agency dedicated to positive change by influencing how the world supports the mission of social impact brands everywhere.

Achievements/Tasks

- Oversee campaigns from strategy to launch, including resource allocation, risk management, reporting, and scheduling
- Prioritize marketing campaigns and projects and allocate resources accordingly
- Implement operational plan through organization-wide programs to meet target goals focused on people, process, and systems
- Communicate and collaborate with leadership, client services, and production teams on campaign strategies and projects
- Scale and drive the internal development and growth of the project management organization and operational teams

Director of Project Management

One & All Agency

02/2022 - 06/2022

Achievements/Tasks

- Led the project management department including leadership, coaching and mentoring
- Oversaw general project delivery while positioning the team to execute projects on time and within scope and budget
- Enabled effective risk and issue management
- Held stakeholders accountable for delivering their commitments on time and escalated blockers
- Provided visibility and transparency to the entire organization on overall company project performance

Worldwide Readiness Program Manager

Apple

02/2021 - 02/2022

Apple is an American multinational technology company that designs, develops, and sells consumer electronics, computer software, and online services.

Achievements/Tasks

- Managed the launch plan of record to move finished product from factories to a complex network of points of sales globally
- Exhibited creative problem solving through weighing of implications, tracking critical milestones, recommending changes, building contingency plans and knowing when to escalate
- Influenced decisions through collaboration, leadership and a customer-focused approach
- Partnered with E-Commerce and IT teams in building Online store launch plans to ensure exceptional customer experience
- Drove post-mortem analysis for each launch to identify opportunities for continuous process improvement

WORK EXPERIENCE

Senior Launch Program Manager

Amazon

04/2020 - 01/2021

Amazon is an American multinational conglomerate technology company that focuses on e-commerce.

Achievements/Tasks

- Executed complex projects across multiple organizations and stakeholders that enabled the launch of new projects and processes
- Owned the ins and outs of daily category operations, and served as the main communication channel
- Thought creatively about how technology can enable a scalable and low-cost launch structure
- Gathered and analyzed data to identify ways to reduce the timeline required to launch new stores and products
- Drove innovation that improved the customer experience and continuously removed costs from the fulfillment network

Senior Project Manager

Hasbro, Inc.

06/2014 - 04/2020

Hasbro, Inc. is an American multinational toy and board game company.

Achievements/Tasks

- Oversight of project managers, cross-functional development teams and various types of projects, from complex to simple
- Created project development schedules and prioritized activities of project team members to ensure adherence to the plan
- Developed, maintained, and continuously improved management reports and ensured data is accurate in informational systems
- Facilitated communication of program and project status to senior leadership and executives

EDUCATION

Master of Science in Project Management

University of Southern California

01/2019 - 12/2019

CERTIFICATES

Project Management Professional (PMP) (11/2019 - 11/2022)