

JOSHUA I. GREENBERG

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Summary of Qualifications

- 10+ years of **marketing** and **creative operations** experience as a **problem-solving leader**; extremely familiar with working in a **fast-paced environment** across **multiple channels** and **highlighting efficiencies** across organizations.
- Skilled in using various project management tools, such as **Smartsheet**, **Workfront**, **Asana**, and **Jira**, to effectively manage and execute design and marketing projects.
- Proficient in managing DAM tools, such as **Brandfolder** and **Adobe Experience Manager**, for cataloging creative asset libraries.
- Adaptable team player with experience working **cross-functionally with creative teams, product teams, and other stakeholders** to ensure seamless execution of creative deliverables.
- Responsible for **managing project timelines**, being the **point of contact for stakeholders and agencies**, shepherding **cross-functional teams**, and **onboarding new team members** to established processes.
- Experienced in **balancing multiple large and complex projects**, managing competing priorities, and meeting deadlines in a fast-paced, dynamic environment.
- Proficient in **scrum/agile methodologies**, enabling leadership of creative projects using a data-driven, iterative approach.

Core Competencies

UX/Creative Operations	Process Improvement	Adaptability
Risk Management	Executive Communications	Program/Project Scheduling
Cross-Functional Collaboration	Program Management	Change Management
Agile Project Management	Analytical Problem Solving	Oral/Written Communications
Research Planning and Support	Stakeholder Management	Resource Allocation

Software Proficiency

Cybersecurity: SQL, Python, Linux

Business Applications: Microsoft Office Suite, Google Suite, Vizio, SharePoint, WebEx, NetSuite, Zoom, Blue Jeans

Digital Asset Management: Brandfolder, Adobe Experience Manager, Proof HQ

QA and PM: Workfront, Jira, Smartsheet, Asana, Sauce Labs, Azure Dev Ops, Basecamp

Analytics: Google Analytics, Power BI

Design: Photoshop, InDesign, Figma, Miro, Airtable

Professional Experience

Marketing Manager (Contract) | Starbucks

Feb 2024 – July 2024

Dedicated Marketing Manager for the Creative Operations/Digital Ordering (CODO) team. Experienced at managing the digital menu creation lifecycle, from building categories, adding products, publishing, and testing content upon pre- and post-go-live.

Achievements:

- Successfully delivered replacement for outdated menu creation tool that will reduce menu build and testing time by over 50%
- Participated in 5 overnight launch calls for new product releases and facilitated testing and confirmation of live products across 10+ apps in multiple languages.
- Collaborated with the Development team to ensure the accuracy of product ID data and addressed any issues arising from weekly change requests.
- Actively participated in sprint planning sessions, contributing to task prioritization, resource allocation, and goal setting, resulting in the resolution of 45+ sprint points per cycle and ensuring alignment with project timelines and objectives.

Design Program Manager (Contract) | Ford Motor Company

August 2022 – June 2023

Dedicated and self-driven Design Program Manager for In-Vehicle Experience (IVE) UX pod in D-Ford Design Lab. Adept at managing the design operations lifecycle, from concept development to final execution, while ensuring alignment with business goals and client expectations.

Achievements:

- Successfully delivered 15+ commercial and retail vehicle projects internationally ahead of schedule and within budget.
- Partnered with UX Researchers to plan and document roadmap and program and support the research process.
- Facilitated weekly department portfolio meetings with 15+ cross-functional leaders/directors to increase department communication, reduce duplicative efforts, and address project risks.
- Enhanced project information efficiency and organization by co-leading data management efforts using SharePoint, Smartsheet, Miro, and Microsoft Office.
- Tracked project ceremonies, ensuring completion and communication with UX Design Leads and stakeholders.
- Created and team-managed the Global Operations Resource Portal construction in Smartsheet to reduce information search time by over 50%.

Brand Project Manager | Flyhomes

September 2021 – June 2022

Lead project manager for Flyhomes brand marketing team, specializing in creative operations and process improvement and delivering marketing design projects within budget and timing.

Achievements:

- Successfully implemented the Workfront project tool rollout and oversaw onboarding for 50+ company employees.
- Developed and managed an updated process for submitting project requests across Brokerage and Mortgage teams, leading to a 25% decrease in project turnaround.
- Maintained detailed project WBS documents to review an average of 20 active projects.
- Led weekly planning meetings to create a 6-month project forecasting roadmap.
- Supported a 10-member Creative team to maintain brand standards, produce assets for stakeholders, and increase go-to-market efficiency.

Program Manager, After Effects (Contract) | Adobe

November 2020 – August 2021

Owner of program manager responsibilities for After Effects product team. Proven ability to lead cross-functional teams, optimize design and dev processes, and maintain program roadmap of product releases.

Achievements:

- Coordinated the efforts of a 20-member cross-functional team, including Engineering, UX, Product, and Marketing, to ensure successful new feature release.
- Maintained a detailed program roadmap of projects for the After Effects current and future fiscal years.
- Led weekly status meetings with Directors and Executive level stakeholders to review project planning and roadmap. Served as a bridge between UX Research and cross-functional team stakeholders.
- Managed the Jira ticketing process and assigned resources to 10+ active projects based on availability. Updated monthly release deliverable wiki and provided insight into roadblocks, dependencies, and action items.

Additional Relevant Professional Experience

Senior Project Manager Consultant

September 2018 – September 2020

Rational

Lead Project Manager for Microsoft Global Diversity and Inclusion program website.

Starbucks

Agile project management for store replenishment team.

Aquent Studios

Managed creative and development resource allocation for redesigning the Microsoft Unified Support Hub UX website.

POSSIBLE

Lead Project Manager on the Xbox Year in Review website marketing program.

Lead Producer, Microsoft 365 Studio (Contract) | Microsoft

June 2016 – June 2018

Managed relationship marketing (RM) creative operations projects for Office, Skype, and Outlook.com products.

Senior Program Manager | Oxygen Learning

October 2015 – April 2016

Responsible for operations of intellectual property creation for multiple learning and development clients.

Executive Interactive Producer | Publicis

February 2015 – August 2015

T-Mobile Client: Led Digital Production team focused on display, mobile, website, and out-of-home creative for T-Mobile.

Education

Google Career Certificate in Cybersecurity

New York University

New York, NY

College of Arts and Sciences, BA Psychology