

WONEE PAEK

- Sr. Project Manager
- Sr. Digital Producer
- Content Creator

✉ woneepaek@gmail.com

📍 SUMMARY

As a data-driven planner and detail-oriented, digital expert, I'm skilled in overseeing large-scale brand and creative projects, fostering team engagement, and achieving department goals. Sought after for digital project management, inter-departmental communication, asset development, and production supervision skills with specific expertise in highly-regulated health, utilities, banking, tech and nonprofit organizations.

👍 EXPERTISE

- Project Management
- Digital & Traditional Production
- Content Development
- Workflow Management
- Process Creation & Improvement
- Video Production
- Multicultural Marketing

💻 SKILLS

Smartsheet, Adobe Customer Data Platform (CDP), Sizmek, Google Campaign Manager, Google Tag Manager, Monday.Com, Basecamp, Asana, Slack, Figma, Sketch, Adobe Creative Suite, JIRA, Salesforce Marketing Cloud, Wordpress CMS, MS Office

👤 EXPERIENCE

Feb, 2020
-
Present

● Sr. Project Manager / Digital Producer (Contract)

IW Group *Los Angeles*

Accounts: Southern California Edison (SCE)

Key achievements:

Experienced in all aspects of bidding, estimating, trafficking, scheduling, proofing, producing and fulfillment of a large range of successful marketing projects

Streamlined workflows and creative process resulting in seamless project delivery that ensured more on-time completions of milestones and deliverables

Recreated the brand style guide to increase brand consistency, optimize engagement, grow new brand ambassadors among 20,000+ employees, agencies, vendors and stakeholders

Oversaw creative and social campaigns that increased engagement 250% and earned record-breaking video impressions

Initiated and implemented a Customer Data Platform marketing automation campaign boosting online auto-payment enrollments for SCE by 11%

Produced multiple language versions of: Broadcast TV/radio, online videos, digital display, posters, direct mail, POP, print ads, out-of-home and social media posts

Oct, 2021
-
July, 2022

● Sr. Digital Content Creator (Contract)

Wunderman Thompson *Los Angeles*

Accounts: Microsoft

Key achievements:

Coordinated global creative launch of Windows 11 Pro including process plan, conceptualization, pre and post-production and globalization of multi-platform assets including international video and photo shoots. International campaign created impactful engagement, conversions and boosted worldwide sales numbers.

Feb, 2018
-
Jan, 2020

● Sr. Project Manager

9th Wonder / Dailey Associates *Los Angeles*

Accounts: Southern California Edison

Key achievements:

Worked closely with creative team to set and define project goals, establish timelines, and the best plan of action within the approved scope of work, finishing on time, on budget while exceeding success metrics

Edison jumped to top 10 in customer satisfaction nationwide by J.D. Power, and brand favorability reached its highest level in years

2009
-
2018

● Digital Producer / Sr. Art Director

IW Group *Los Angeles*

Key achievements:

Led multicultural teams that consistently outperformed general market segments with varied budgets on accounts like Covered California, CDC, Farmer's Insurance, City of Hope, Census and Bank of the West

Launched City of Hope hospital's first brand campaign for the Asian market

Established record participation in Census 2010 through compelling campaigns spanning 14 Asian cultures

Coordinated and produced a three-day KCON+McDonald's event for general public

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EXPERIENCE

2001
-
2008

● Project Manager / Art Director Kang & Lee / Subsidiary of Y&R / WPP New York

Key achievements:

Successfully managed and coordinated projects from concept through completion

Worked closely with creative director to create vision, designs, and consistently exceeded requirements

Highly skilled in client and vendor relations and negotiation

Created one-page marketing briefs and creative decks for HSBC to pitch new ideas for client's brand

Assessed and pitched ideas on amplifying AAPI-owned brands on a weekly basis to ensure successful partnership deals



EDUCATION

Parsons School of Design / New York
BFA in Communication Design



AWARDS

Effie Award

ANA grand prize

Telly Award

Davey Award

Asian American Community Award