

AUDREY TERNG

audreyterng@gmail.com | 408-859-8823 | 6315 Joaquin Murieta Ave, Unit B, Newark, CA 94560

Tech-savvy professional with solid skills in **project management, creative design, and digital marketing**. Strong analytical, communication, and organizational skills, with proven ability to deliver projects within budget and timeline.

Key Skills

- Web & Mobile App design and development, with hands-on Photoshop, Illustrator, HTML, CSS, and prototyping skills.
- Agile & Waterfall methodology in managing cross-functional, internal, external, and overseas teams.
- Thrives in challenging and fast-paced environment, quick adaptability with high energy and a positive attitude.

Work Experience

Interactive Producer, Traction Co. (Apple Marcom Team)

Jul 2017 – Present

- Manage mobile app, web and direct marketing email projects from UX, design, copy, graphic production, development, QA, to deployment.
- Work closely with stakeholders, members of the client team, as well as internal design and development teams, to build and maintain best-in-class deliverables that exceed client expectations.
- Drive daily internal scrum meetings, weekly project status meetings, and weekly global hand-off meetings with client.

Project Manager, Tria Beauty

Aug 2016 – Jul 2017

- Launched new product line, Positively Clear's new websites, direct marketing emails, and social media campaigns within expected schedule, from design hand-over to deployment with minimal supervision.
- Led and directed new product launch with Nuvesse Skin Therapies, from planning, research, focus-group testing, go-to-market coordination of cross-functional teams across both companies, to design, copy, development, QA, and final launch on all marketing platforms.
- Managed day-to-day marketing activities for global eCommerce websites, emails, social media. Drove A/B testing and UX testing projects with internal and external teams. Implemented responsive web for all global websites. Continuous improvement of documentation exercise.
- Liaised between Brand, Customer Service, Creative, IT/Web, Regulatory, Engineering teams, and vendors managing the global marketing calendar.

Digital Producer (Design & Marketing), Independent Contractor

Apr 2013 – Aug 2016

- Managed, designed, and developed web, mobile projects and digital marketing solutions, including projects for Smart Automobile, MAN Truck & Bus, Volkswagen Group, and other small-to-medium size businesses in the Bay Area and Asia-Pacific regions.
- **Project Management:** Developed project scope, cost, schedule, and documentation. Proven skills in handling projects from idea pitching to final launch. Established and maintained relationship with stakeholders and resources.
- **Design & Marketing:** Designed user interfaces and marketing collaterals. Created landing pages, CTAs, web ads. Developed direct marketing emails and initiated social media solutions.

Project Manager, Baytech Web Design

Jan 2011 – Apr 2013

- Launched over 100 web design & development projects, with the capability in managing 15-20 accounts simultaneously.
- Spearheaded projects ranging from large corporations to small to medium businesses and new entrepreneurs.
- Proven team building, communication, and management skills in working with a 40-50 people development team.
- **Business Strategy:** Analyzed business requirements, created project scope within client's budget and timeline.
- **UX Design:** Developed information architecture, user story, flowchart, and designed fronted and backend wireframes.
- **Project Management:** Developed project WBS to execute project goals, led the design, development, and QA process with proven client relationship, risk, and resource management skills to control project scope, cost, and time.

Education

MFA, Web Design & New Media
BA, Broadcast & Electronic Communication Arts

Academy of Art University
San Francisco State University

Certification

PMP Certification (In Progress)
Certificate, New Media Marketing for the Hospitality Professional

Project Management Institute
Cornell University