

# Marq W. Dean, PMP, CSM

Customer focused, data driven servant leader specializing in high ROI, impactful implementations  
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## Enterprise Skills

- Strategic visioning and development
- Interactive, video, audio, experience, print & fabrication production management
- Project management (Scrum, Waterfall & Agile methodologies)
- Process development & implementation
- Business development
- Resource development
- Change management
- Community development & relations
- Focused and influential written and verbal communication skills
- Mediation & negotiation
- Budgeting & resourcing

## Methodology Skills

- Workshop facilitation
- Concept creation & development
- Event planning & production
- User experience design
- Usability testing & analysis
- User experience design & validation
- Brand development
- Interaction design
- Proficient team leader in UX design, VR experience design and development, exhibit fabrication, video & audio production, print production, still and motion visual asset production, and architectural & sculptural installation
- Analytics, AI/ML technologies and methodologies

## Practical Skills

- SQL, HTML5, .NET, Ruby, Bootstrap, Azure & other industry standard web design/development tools
- Certified Project Management Professional, Certified Scrum Master
- Push notifications, SMS, Geo-fencing marketing
- Mobile app development workflows and tools
- Tableau and Google analytics
- Hardware and software prototyping & testing
- Social media tools
- Adobe Creative Suite
- MS Office Suite
- Project management tools (JIRA, NetSuite, Clarity, RALLY, 10,000 Feet, Basecamp, Intervals, Smartsheet, FIGMA, etc.)

## Principal Consultant/Program Manager - Moonrise Landing LLC - July 2014 - Present

- Developed and led ambiguous, complex initiatives at the enterprise level in aerospace, technology, entertainment, transportation, and more
- Provided strategic program leadership utilizing Agile/Scrum
- Spearheaded \$18M digital project end-to-end for Disney
- Managed \$10M marketing program driving engagement for AT&T
- Delivered innovative solutions from vision through launch
- Developed operational strategy and roadmap for end to end golf services company that will lead to increase margin of 10-25% during 5 year implementation

## Senior Program Manager - Verizon/Evolv AI - February 2022 - October 2022

- Led multi vertical, cross-functional teams and projects leading to increased client revenue.
- Leveraged people, organization, and technical skills to drive a ROI to more than double contractual goals.
- Leadership role in multi disciplined expert services team at AI driven multivariate testing and optimization SaaS startup
- Developed PMO best practices strategy and roadmap for emerging Series B startup
- Created executive dashboards and KPI reporting to communicate progress and outcomes

## Senior Program Manager - T-Mobile-Sprint/Blink UX - July 2021 - March 2022

- Provided program leadership and organizational consulting to new digital organization within T-Mobile
- Responsible for UX design leadership, communications, oversight, rhythm of the business and operationalization of digital customer experience for Sprint and migration of Sprint customer base to T-Mobile.
- Leadership role in the number one digital priority for T-Mobile in 2021.
- Developed and led a team of managers primarily focused on AI driven experience optimization and personalization leading to improving overall CSAT scores of migrating users by over 10%.
- Identified gaps, developed strategy and launched process for post merger of governance of legacy PEGA systems within T-Mobile

## Senior Program Manager/Producer - TEAGUE - September 2018 – March 2021

- Pitched, developed and managed a portfolio of technology, design, marketing and content teams creating experiences for Boeing and other high-profile aerospace and transportation focused clients. Projects included Software, UX, VR, audio, video and CG imagery and video production
- Provided tactical and strategic thought leadership for project and program management disciplines in multidisciplinary

design studio

- Developed and led creation of MVP for manufacturing data visualization and optimization of related processes, guiding stakeholders up through and including the CEO of BCA
- Created and implemented new business strategy with Boeing Commercial Airplanes leading increased revenue of 25% YOY
- Leadership role in change management through 737MAX and Covid19 crisis.

#### **Principal Consultant/Senior Program Manager - Freelance and Contract**

**Primary Clients - Disney P&RD, AT&T, Airbus Group, Possible, Digital Kitchen** - October 2014 – September 2018

- Other Clients included: Empire State Building, Airbus Group, Golden State Warriors, Northwest Lineman College, MasterCard Foundation, Carnival Cruise Lines, Northwestern Mutual Financial Services, Microsoft
- Led \$18M digital project end-to-end as primary manager for top Disney Parks initiative in 2018, overseeing budgets, staffing, and multi-studio resources.
- \* Drove 10% increased usage of online tools for AT&T through a \$10M marketing program encompassing digital, social, and traditional channels. Served as lead PM for digital experience planning.
- Created over 150 breakthrough conceptual designs and budgets up to \$11M for Carnival Cruise Lines passenger experiences. Directed research, reporting, testing, and coordination.
- Spearheaded every phase of digital and environmental design projects from ideation through execution for brands like Airbus, Mastercard, Microsoft, and Golden State Warriors.
- Leveraged background in experiential design and interactive media to craft high-impact consumer/guest experiences for global industry leaders.
- Managed client accounts as primary contact while leading daily project management and aligning cross-functional teams.

#### **Director, Production & Project Management - Hey** - August 2012 – June 2014

- Clients included: Windstar Cruises, PCC Natural Markets, Holland America Line, Wright Runstad & Company, Mutual of Enumclaw Insurance, Pacific Place, CBT Nuggets, ProSports Health Club.
- Expanded agency's design and production capabilities by over 100% as Director/Senior level project/production management, consultant and strategic leader
- Strengthened skills and attributes including fearless, determined and detail driven ability to plan and execute a wide swath of integrated projects for retail, corporate and institutional clients.
- Developed multifaceted production capabilities and processes for agency leading to a significant increase in agency revenue

#### **Producer - Belle & Wissell, Co.** - April 2008 - April 2012

- Clients included: The Milwaukee Art Museum, The Clyfford Still Museum, The Harley-Davidson Museum, Experience Music Project, Northwest African American Museum, University of British Columbia Sports Hall of Fame, Foster Business School at the University of Washington, Seattle Aquarium and the Washington State History Museum
- Developed leadership role creating, evolving and implementing a variety of traditional and media rich experiences for award winning design firm
- Supported studio focus, which includes interactive design, graphics and fabrication design, public art, exhibit media, custom software development, animation, documentary filmmaking, content creation, and information architecture for museums, media companies, and retail brands.

**Select Accolades** - American Advertising Federation - Silver Addys (3), American Association of Museums - Gold Muse Awards (2), ID Magazine Annual Design Review (2), Print Regional Design Annual, Vancouver International Digital Festival - First Place, Northwest Marketing Awards (2)

**Education/Certifications** - Project Management Professional, Certified Scrum Master, Lean Six Sigma, Six Sigma Military/Defense, Certified OKR Coach, Associate Business Continuity Professional

Memphis State University, Wood College, NEMCC, South Seattle Community College Focus: Digital Art, English, and Fine Art