

Motivated and forward-thinking self-starter known for catalyzing initiatives with a visionary approach. Demonstrates a knack for rapid comprehension, swiftly formulating recommendations, and actionable plans, and executing tasks with a heightened sense of urgency. Adept in both Communications and Operations management, showcasing unwavering leadership skills. Proven track record in strategic planning, municipal government compliance, optimizing vendor relationships, and overseeing operations in hospitality and business management. Brings advanced expertise in administration, encompassing budgeting, program management, and strategy development. Proficient in managing diverse software systems while consistently aligning efforts with the overarching company vision.

**AREAS OF EXPERTISE**

- PROGRAM/PRODUCT MANAGEMENT	- CRITICAL THINKING/PROBLEM SOLVING
- PARTNER & VENDOR MANAGEMENT	- DIVERSE STAKEHOLDER LEADERSHIP
- SOFTWARE TOOLS/IT INTEGRATIONS	- COMMUNITY RELATIONSHIP BUILDING
- BUSINESS OPERATIONS MANAGEMENT	- STRONG INTERPERSONAL COMMUNICATION
- ORGANIZATIONAL DESIGN & METHODOLOGY	- INNOVATIVE LEARNING & DEVELOPMENT

**PROFESSIONAL EXPERIENCE**

VML NA., formerly WUNDERMAN THOMPSON, a WPP Co. 01/22-PRESENT      REMOTE IN MIAMI, FL  
**DIRECTOR OPERATIONS**

- Reporting to the SVP Delivery Operations and PMO under COO, collaborating with diverse stakeholders to identify opportunities for organizational change and execute plans for improvement alongside leadership. Prioritize and align with strategic initiatives.
- Facilitate cross-functional collaboration among IT, Finance, Marketing, Resource Management, HR, Executive Leadership, and other departments to successfully deliver projects and programs aligning with overall business objectives.
- Act as operations lead for all business areas within NA. Strategic problem solving to create and support solutions for change management, communications, client delivery, resource management, legal, consulting, and other business areas as needed.
- Own end to end comprehensive program planning, management, and oversight for key organization initiatives, specializing in the implementation of large-scale platforms such as ERP and workflow management systems like Workday and Monday.com for changes in organizational ways of working and agency mergers & acquisitions.
- Demonstrated experience in leading organizational design and change initiatives in a complex agency, leading to saved hours and cost. Create operational efficiencies in communication and collaboration as well as optimized processes and actionable insights.
- Implement key performance indicators (KPIs) to evaluate the effectiveness of organizational design changes. Develop and execute training and change management strategies for adoption of new processes and tools by various stakeholders in the business.
- Spearhead the development of internal processes and systems for efficient Project Management Office (PMO) operations and best practices, including unified delivery framework across business units, project templates, dynamic status reporting, and integrated systems providing a single source of truth.
- Oversee Media Capability delivery process harmonization and optimization company wide. Reviewing MediaOcean, Strata, and other key media planning, buying, and financial integration platforms and processes.
- Utilize analytical skills that result in delivery team time savings, unified client portfolio insights, and increased efficiency.

MEAT THE VEGGIES TROPICAL BBQ & BREAKFAST, FOOD BRAND 9/21-PRESENT      MIAMI, FL  
**CO-OWNER & CHIEF OF OPERATIONS**

- Develop business plans and strategic licensing models for brand’s intellectual property. Create legal business documents and pitches for brand partnerships. Leverage minority ownership to secure government contracts and other funding. \$100k sales/year
- Collaborate on the development and execution of comprehensive social and digital media marketing strategies, including content creation, publication, and campaign analysis to enhance brand visibility and community engagement.
- Orchestrated the efficient configuration and daily management of restaurant Point of Sale (POS) and inventory management systems, ensuring smooth operations.
- Fostered valuable partnerships with local community organizations and vendors, actively contributing to the enrichment and growth of Miami through community engagement initiatives.
- Oversaw the creation of invoices, facilitated event bookings, and streamlined the execution of takeout and delivery orders via walk-up, online, and call-in channels. Managed B2C e-commerce site, optimizing digital customer journey in multiple channels.
- Played a pivotal role in menu development and enhancement, overseeing product vendors and associated systems to maintain a high standard of quality and customer satisfaction.
- Ensured strict adherence to city and state laws, licensing requirements, tax liability regulations, and other legal matters, demonstrating a commitment to compliance. Responsible for all legal filings, including trademark/service mark.
- Managed monthly and quarterly Profit and Loss (P&L) statements, maintaining a keen focus on budget adherence to optimize financial performance.

ACCELERATION EMARKETING AGENCY, A WUNDERMAN THOMPSON CO. 10/19-01/22      REMOTE  
**PROGRAM MANAGER/OPERATIONS MANAGER**

## Jocelyne M. Williams, PMP; CPM

PROGRAM MANAGER/OPERATIONS DIRECTOR | LINKEDIN.COM/IN/JOCELYNEMWILLIAMS  
333 NE 24TH STREET, MIAMI FL 33137 (314) 458-9161 [BA@JOCELYNEWILLIAMS.CO](mailto:BA@JOCELYNEWILLIAMS.CO)

- Provide technical program planning, management and oversight for key initiatives and implementation projects around Google Cloud Platform implementations, SFMC integrations, Adobe Analytics implementations, and other large-scale platforms.
- Lead and manage marketing technology implementation projects acting as project manager/scrumb master for the technical, creative, and research teams on consulting projects.
- Ensure the optimum mix of cost, schedule and team performance throughout the project life cycle, ensuring that project steps are in alignment with business objectives, on-time and within budget.
- Ensure client expectations and deliverables are met. Establish and enforce project governance and communication standards.
- Develop internal processes and systems for efficient PMO operations and best practices, i.e. system integration/automations.
- Lead, coordinate, and facilitate internal and client facing meetings/presentations. Heavily interface with productivity tools.

SCIENTIFIC GAMES, LOTTERY & CASINO GAMING 09/16-10/19 ALPHARETTA, GA  
**PROGRAM-OPERATIONS MANAGER, MARKETING & INSIGHTS-LOTTERY DIVISION**

- Spearheaded the development and management of innovative culture-building initiatives, overseeing modern workspace renovations and facilitating off-site brainstorming and ideation sessions to foster a collaborative and forward-thinking environment.
- Managed end-to-end operations for the Marketing Department's projects in Product Marketing & Insights, encompassing business intelligence, marketing IT systems, creative engagement, public relations, and comprehensive client insights, including primary and secondary player research.
- Built robust relationships with functional stakeholders, ensuring parallel project deliveries aligned with schedule and scope. Provided support to VP & SVP of Marketing in executive projects, presentations, and vendor management.
- Implemented project and product charters for marketing, technology, and analytics projects, collaborating seamlessly with internal hardware/software engineering and the innovation lab ("ilab").
- Leveraged association memberships and partnerships to maximize organizational benefits, playing a key role in talent acquisition and retention through innovative sourcing, pipeline management, and culture-building initiatives.
- Drove innovation in collaboration with marketing and analytics Subject Matter Experts (SMEs) for the development of new product and player-centric services.
- Collaborated with the casino gaming division on player research platforms, ensuring strict adherence to Personally Identifiable Information (PII) data regulations.

SCIENTIFIC GAMES, LOTTERY & CASINO GAMING 05/14-09/16 ALPHARETTA, GA  
**SENIOR BUSINESS ANALYST-LOTTERY DIVISION**

- Managed vendor and customer relationships, negotiating terms with technology firms for customer analytics, marketing collateral, and market research. Effectively handled diverse supplier requirements and aligned them strategically with the business goals.
- Organized, prepared, and participated in customer events and training seminars, overseeing product backlog and relationships for assigned accounts across multiple Lottery jurisdictions.
- Developed cutting-edge mobile gaming solutions by leveraging "ilab" technology, contributing as a software product guru in coordinating with functional teams to develop product roadmaps and align with other business areas.
- Identified lottery player needs, analyzed market and competitive environments, and translated insights into business/product guidance for the agile development team, driving technical, business, and functional iterations for the SAAS "ilottery" ecommerce system.
- Proactively managed agile/scrumb sprints, overseeing software development release planning, scope review, and schedule management. Supporting API-driven architecture and mobile SDK implementations for lottery customers.
- Developed player personas, use cases, and digital campaigns for product and promotion development, leading successful launches of the debit/credit lottery payment program, vending machine innovations, and the digital Lottery gift card program in major states. Optimized digital customer journey for online play and e-commerce wallet management.

CUMULUS MEDIA AND MEDIASPAN, CORPORATE OFFICE 01/13- 05/14 ATLANTA, GA  
**SENIOR DIGITAL AD OPERATIONS ANALYST**

- Led the revitalization of the Digital Operations department, implementing strategic programs, providing sales training, and optimizing IT system operations.
- Managed the trafficking, reporting, and troubleshooting of digital ad campaigns, ensuring seamless delivery across a network of over 500 websites for radio streaming and web ad display.
- Demonstrated comprehensive market and digital expertise, leveraging integrated media and marketing platforms, including proficiency in social, digital display, and email channels.
- Proactively met and exceeded delivery and performance goals by analyzing tools and refining operational processes through strategic approaches.
- Advised internal stakeholders on ad continuity and affidavits, monitored system performance, and implemented optimizations for campaign success.

# Jocelyne M. Williams, PMP; CPM

PROGRAM MANAGER/OPERATIONS DIRECTOR | LINKEDIN.COM/IN/JOCELYNEMWILLIAMS  
333 NE 24TH STREET, MIAMI FL 33137 (314) 458-9161 [BA@JOCELYNEWILLIAMS.CO](mailto:BA@JOCELYNEWILLIAMS.CO)

CHARTER/SPECTRUM DIGITAL MEDIA

11/11-11/12

DES PERES, MO

## **DIGITAL ENCODER**

- Oversaw IT Systems and technology requirements related to cable network commercials and Video On Demand (VOD) schedules.
- Ensured the quality of both in-house and external digital television network commercials, optimizing them for seamless on-air viewing.
- Spearheaded innovative projects as the Manager for Interactive Television (ITV) system application training, coordinating, and implementing advancements to enhance operational efficiency.

CBS RADIO

08/10-12/11

ST. LOUIS, MO

## **TRAFFIC/CONTINUITY ASSISTANT**

- Creatively isolated, edited, and produced commercial spots for diverse radio producers, ensuring high-quality content.
- Collaborated with sales, programming, and finance teams to reconcile daily commercial programming logs and oversee traffic operations system.
- Streamlined the upload and organization of digital commercial assets and regular features into the Audio Vault system for efficient on-air scheduling.
- Provided support to the Production Director by assisting with editing, script writing, scheduling, and managing invoices and budgets for commercial spots.

## **EDUCATION**

- MCKINSEY & COMPANY MANAGEMENT ACCELERATOR ONLINE  
**Business Fundamentals, Business Strategy, & Problem Solving, Summer 2021**
- MIAMI DADE COLLEGE MIAMI, FL  
**Intermediate Spanish, Spring 2020**
- PMI, **Project Management Professional/ AIPMM, Certified Product Manager 2015** ATLANTA, GA
- GEORGIA STATE UNIVERSITY ATLANTA, GA  
**Certificate in Project Management, December 2014**
- UNIVERSITY OF MISSOURI, Saint Louis ST. LOUIS, MO  
**B.A. Communications Studies, December 2010**

## **ORGANIZATIONAL EXPERIENCE**

ATLeaders, Metro Atlanta Chamber; Professional Influence Board	2016-2019	ATLANTA, GA
Technology Association of Georgia; HR & Diversity Society Board	2016-2018	ATLANTA, GA
Wunderman Thompson Fourthrow B+ERG co-lead	2021-2023	MIAMI, FL (REMOTE)

## **LEADERSHIP INITIATIVES & CAPABILITIES**

- ❖ Visionary, producer, & moderator of the Atlanta Women & Leadership Panel Series & Innovative Leadership: Designing Tomorrow series in partnership with General Assembly.
- ❖ Author Confessions of a Superhost e-book; a playbook for investment properties and short-term rentals. US Copyright.
- ❖ Co-owner of Meat the Veggies and The Original Pulled Oxtail Sandwich™ US/FL Trademarks and FL service mark.
- ❖ Proven ability to create strategic partnerships through community outreach, major brand connections, and event sponsorships; BWISTEAM, WIT, Urban health Partnerships, Live Healthy Miami Gardens, ATLeaders council for the Metro Atlanta Chamber.
- ❖ Proficient configuration, workflow management, and use of software tools; MS Word, Excel, PowerPoint, Visio, Forms, Canva, Jira, Confluence, Concur, Salesforce, Projector, Cvent, Oracle, Adobe Acrobat, Monday.com & Trello in addition to B2C e-commerce and proprietary technology software.
- ❖ Continuous education for PMP certification, (AI powered project management, Monday.com digital conference, industry thought leadership publications, and involvement in IE&D groups/initiatives)