

COFFY DAVID-SHEA

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Program Manager • Project Manager • Producer • Scrum Master
www.acupofcoffy.com

Proven track record in building products, running agile projects combining key elements of different technologies, led cross-functional teams to collaborate, have fun and level up to their fullest potential.

PROFESSIONAL EXPERIENCE:

Consultant

Anime Universe - May 2020 - Present

- Provide guidance on strategy, operations and business plan development.

Program Manager

HouseCanary – January 2018 – April 2020

- Managed and prioritized requests for the Data and Engineering teams
- Engineering agile coach, optimized collaboration with cross-functional teams
- Led company's brokerage, data ingestion initiatives, product and operational prioritization

Program Manager, Google Play Movies and TV

Google – March 2016 – January 2018

- Managed and prioritized requests for the Content Engineering Team
- Optimized collaboration with cross functional teams
- Drove automation, testing, and deployment efforts

Program Manager

Gracernote – March 2015 – March 2016

- Managed multiple geographically dispersed projects
- Coordinated training for several products
- Led project processes improvement

Content Ingestion Specialist

Gracernote – November 2013 – March 2015

- Managed vendor relationships
- Coordinated triaging global content and vendor issues
- Drove monitoring and alert system improvements

Media Producer; Operations & Production Project Manager (Contract)

adRise, Inc. – March 2013 to October 2013

- Oversaw operations, programming and partner management for SmartTV and iOS tablet applications
- Managed partner onboarding and release
- Released 40 Samsung SmartTV and Blu-ray apps

Media Producer; Operations & Production Project Manager (Contract)

Social Media/Edutainment Start-Up – August 2012 to March 2013

- Strategy, operations and business plan development

Senior Manager and Producer, Home Entertainment

VIZ Media LLC – January 2008 to August 2012

- Oversaw all aspects of Digital, Blu-ray and DVD production for new releases
- Produced over 200+ Blu-ray/DVD/Digital Viz Media and New People (Viz Pictures) titles for distribution
- Designed and implemented product development and production workflows
- Negotiated contracts with licensing partners
- Optimized the packaging production process and streamlined Blu-ray/DVD workflows
- Sourced and managed pre-press facilities, printers, replication and distribution facilities for packaged products

Technical Analyst/AV Production Manager

Y&R San Francisco – June 2006 to November 2007

- Managed and maintained the agency's editing suites and researched solutions to solve existing work production issues
- Provided software/hardware support to creative and interactive departments to improve workflow and processes
- Researched solutions to solve existing work production issues
- Provided software/hardware support to the entire agency to improve workflow and production

ADDITIONAL EXPERIENCE

Certified Scrum Master - [Scrum Alliance](#), License 000349917

[Path to Agility](#) Practitioner ([Agile Velocity](#))

Volunteer, [Agile Austin](#)

Member, [Project Management Institute](#)

[PMP Certification](#) - In Progress

[Salesforce Administrator Certification](#) - In Progress

Instructor, Introduction to Producing MPT 205.02 ([Academy of Art University](#))

Volunteer, [Talks at Google](#)

EDUCATIONAL BACKGROUND:

ACADEMY OF ART UNIVERSITY (Master of Fine Arts, Motion Pictures and Television)

UNIVERSITY OF SANTO TOMAS (Bachelor of Communication Arts, Major - Advertising)