



SHAUNA COFFYN

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Design Program Manager

Experienced, authentic self-starter with a strategic mindset and passion for storytelling. I lead with enthusiasm, positivity, and a bias for action. My expertise in business strategy, brand management, event management and production processes, contributed to leading cross-functional teams to a 20% productivity increase and impactful cross-industry partnerships at Microsoft, Starbucks, and Sia. Excels at supporting teams to transform innovative visions into tangible realities through effective leadership and creative problem-solving.

WORK EXPERIENCE

Microsoft • Seattle, WA • 08/2023 - 12/2024

Lead Design Program Manager

- DPM lead for the Narratives team at Microsoft Business & Industry Copilot: a group of trend-focused, multidisciplinary designers with a diverse range of priorities who work cross-functionally and company-wide with senior design leadership to execute on the highest-impact Microsoft product development, from Frontline AR/VR programs to Copilot, and AI products.
- Provided end-to-end project management for video creation, production, UX design, brand management, product strategies, and process improvements for local and international product design. Engaged with senior leadership to create compelling stories, identify consumer needs, create strategic marketing program initiatives, future vision, customer-centric videos highlighting emerging technology trends. Created and managed the production process and brand library for photos, videos, illustrations, animations, and UX designs. The assets created helped drive revenue to win over four hundred million in new business. My work resulted in a 20% increase in output and improved team efficiency.
- Transformed large scale product initiatives and drove solutions focused strategy into actionable workflows with internal and external partners in multiple lines of business. Worked cross functionally with stakeholders with deep knowledge of Microsoft products from ideation through execution, using data insights to identify pain points and opportunities, creating an environment for innovation and adaptable best practices, managing agencies and freelancers, motion animators, and writers, identifying action items, providing creative leadership, analytics management, and running the creative process in order to improve campaign effectiveness and drive business.
- Provided end-to-end project management to develop compelling narratives for technology's emerging trends in the fast-paced launch spaces: executed, refined, influenced, utilized teams with deep product knowledge for content, managed risks, production workflows, defined roles and responsibilities, developed personas, managed resourcing, files, identified process improvements, flagged potential issues, and provided advocacy for complex concepts through strategic storytelling in digital media formats, such as video, PPT, and Figma
- Guided customer experience analysis, creative direction, aligned partners, campaign plans, creative requests, managed project timelines and streamlined creative workflows, executed campaign plans, optimized business objectives, led collaborative critiques and reviews for product development with senior leadership, developed innovative solutions, tracked success metrics, managed backlogs, content files, tracked business goals, ensured continuous delivery of projects, surfaced issues, and removed obstacles to maintain high standards of content. Projects were technical and non-technical and worked cross-functionally with global teams in finance, retail, AI, and new Microsoft products. I also proactively onboarded new team members.

Sia Partners • Seattle • 05/2018 - 08/2023

Sr. Consultant

- Provided consulting services and led projects for key Sia Clients in high volume environments. Coordinated with internal and external global C-suite and multiple stakeholders to develop high-impact creative materials. Managed organizational health, led knowledge-sharing sessions, coordinated meetings, managed digital marketing, project scope, utilized data and artificial

intelligence to ensure accuracy and enhance digital design processes and identified business initiatives. Integrated the expertise of creators into the portfolio, providing high-quality deliverables tailored to client needs to deliver results that met multiple client priorities.

- Sr. Design Program Manager, Writer, and Director, for long-form webinars for the Microsoft IoT in Action Team worldwide. Established procedures for content experiences, technical and non-technical documentation, determined content needs, managed multiple initiatives, provided data-driven reporting, and video production management. Managed multi-million-dollar budgets for the entirety of the program.
- Embedded into the Microsoft IoT in Action team to create demand gen webinars for high impact IoT clients. Worked with key stakeholders to identify business initiatives, build and maintain project plans, managed multiple external and internal stakeholders, tracked and analyzed metrics, managed industry events, created go-to-market plan, online and offline marketing, marketing initiatives, managed over \$2.5 million fixed-cost budgets, wrote scripts, recorded voiceovers, and edited and produced videos.

Nordstrom • Seattle • 09/2018 - 05/2019

Sr. Creative Project Manager, Loyalty Marketing Operations

- Developed operational strategy and scope of work for complex projects, provided actionable insight, organization-wide alignment, created and introduced innovative editorial programs and internal processes, managed internal communications and content formats, tactical project plans, created branding strategies, personalization strategies, user engagement plans, executed programs, and delivered results for the newly launched Nordy Club.
- Proven success at introducing results-driven innovative editorial programs to the marketing org, provided organization-wide alignment, optimized processes, and strategies to mitigate risk, took ownership of on-boarding new partners, managed time-sensitive creative execution projects, and executed experiential benefits for Nordstrom loyalty members.

Starbucks via Insight Global • Seattle, WA • 01/2018 - 09/2018

Sr. Creative Project Manager, Loyalty (Consultant)

- Led operations, account management, and product marketing for the successful execution of the new partner launch with Chase, achieving a 30% increase in launch results, 20% rise in new card sign-ups, and 15% boost in activation and engagement.
- Managed Starbucks Rewards triggered messaging program, including overseeing product launches, managing project scope, brand activation and awareness, case-studies, creating project schedules, maintenance, building strong relationships with customers, and troubleshooting issues, emails and campaigns sent through automation programs.

Creative Circle • Seattle, WA • 07/2016 - 01/2017 Sr. Creative Project Manager (Consultant)

- Led a seven-member design and multimedia team at WE Communications, managed in-house and external agency partners to produce assets for multiple channels, remove roadblocks, escalate issues, optimize marketing campaigns, strategize to differentiate products and resolve problems to deliver high-quality collateral in a timely manner from concept to launch, including infographics and videos, within tight deadlines.
- Created and managed team resourcing, branding systems, monitored and managed ticketing systems, researched and purchased tools and systems, display ad placement, big-picture strategy, facilitated meetings, triaged issues, managed queues, worked collaboratively with cross-functional teams and high-impact clients to remove blockers, analyze customer segments, and curate the products and print design production for the release of the iPhone 7 at Publicis Group.

POSSIBLE Worldwide • Seattle, WA • 05/2014 - 07/2016

Sr. Creative Project Manager

- Managed and executed multiple projects, digital campaigns, digital assets, partner marketing, marketing planning, email marketing, and provided recommendations to business partners during a period of significant growth at this advertising agency, achieving performance goals by implementing effective recruiting strategies to build trust and enhance cross-functional collaboration.
- Developed and launched an advertising program for myAT&T, featuring the branded character "Owen," resulting in an 85% increase in online views. Worked with creative team and influencers to create a social media content and brand strategy plan, coordinated channels including YouTube video ads, Facebook, and Instagram, and timed releases for Coca-Cola's "Happier Together" program messaging, achieving an 80% increase in social media engagement for partner sites.

Oggifinogi • Seattle, WA • 09/2010 - 11/2013

Design Program Manager

- Managed a team of six designers to create supplemental video, interactive PDFs, landing pages, video ads, social network posts, and HTML-coded display advertising ads. Managed multiple communication channels to identify gaps and resolve them to increase efficiency, gain competitive advantage in the market, and provide heightened digital experiences for clients.
- Created internal processes, researched and purchased tools and systems for program management, provided insights for new marketing programs and partner programs, created user-centric content, managed direct reports, seamlessly integrated new tools into the current workflow, provided project evaluation and scope management, managed resource pipeline, transitioned the company during the buyout process.

Amazon • Seattle, WA • 04/2006 - 08/2010

Site Merchandiser

- Produced comprehensive and high-quality product information for all product pages. Wrote and scheduled content on emails, home pages, category pages, and pages across the site, compiled and analyzed traffic, participated in workshops for new Amazon tool ideas, and other web metrics, provided clear solutions, and reported on performance to management teams.
- Proposed, planned, wrote, and executed new features, stores, and products, partnering with business and technical teams to achieve project goals. Determined voice and tone for selected categories with emails and landing page posts. Drove feature launches and site improvements to completion by coordinating with project managers, developers, the marketing team, designers, and other editors in similar roles across the business.

EDUCATION

BFA In Theatre Performance & Direction

University Of Texas at Arlington • Arlington, TX

CERTIFICATIONS

Tech Smith Camtasia • 01/2024 - 12/2025

SKILLS

A/B Testing • Adobe Creative Suite • Agile Methodologies • AI • Analytics Tracking & Monitoring • AR/ VR • Azure DevOps • Branding Strategy • Budget Allocation & Management • Business Goals • Business Needs Analysis • Case Study Creation • Change Requests • Coaching and Mentoring • Conflict Resolution • Content Development • Content Writing • Continuous Improvement Process • Copywriting • Creative Agency Experience • Creative Briefs • Creative Production • Creative Program Management • Critical Thinking • Cross Functional Collaboration • Cross-team Collaboration • Customer Journey Mapping • Customer Lifecycle • Data Analysis • Design Strategies • Design Thinking • Development Lifecycle Planning • E-Commerce • Email Communications • Empathetic Leadership • Figma • Frame IO • Gap Analysis • Go-to-market Strategy • Industry Trend Analysis • Jira • Lifecycle Marketing • Marketing Communications • Marketing Data Analysis • Marketing Management • Marketing Messaging • Marketing Operations • Marketing Platform Management • Microsoft 365 • Multi-channel Marketing • Operational Efficiency Improvement • Photography and Photoshoot Management • Photoshoots • Presentation Skills • Process & Guideline Creation • Producing • Product Full Lifecycle Management • Production Planning • Production Scheduling • Product Management Program Leveling & Execution • Project Deliverables • Project Documentation • Project Planning • Project Scale Management • Quarterly planning • Resource Allocation & Management • Risk Mitigation • Script Writing • Self-Motivated • SharePoint • Smartsheet • Social Media Posting • Social Media Strategy • Sprint Planning • Strategic Thinking • Strategy Development • Systems Management • Team Event Planning • Team Leadership • Technical Writing • Thought Leadership • Timeline Creation • Tooling • Translation & Localization • Trello • User-Centered Design • UX Design Management • Video Content Management • Video Editing • Video Post-Production • Video Production • Voiceover artist • Workday • Wrike • Written Communication