



# SANDY MATTSON

## PROGRAM/OPERATIONS LEADER

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### CONTACT

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### EDUCATION

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#### NORTHERN ARIZONA UNIVERSITY

- Bachelor of Science in Advertising, Marketing & Communication
- Certificate in Marketing, College of Business
- GPA: 3.9 / 4.0
- Summa Cum Laude

### SUMMARY

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Program and operations leader with 15+ years of experience coordinating complex work across teams, stakeholders, and timelines. Known for bringing structure to fast-moving environments and helping teams move work forward from idea through execution. Strong in cross-functional coordination, communication, and improving clarity, efficiency, and outcomes.

### PROFESSIONAL EXPERIENCE

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- **Rule29 - Phoenix, Arizona** MAY 2025 - PRESENT  
Account Lead
  - Manage multiple engagements simultaneously, balancing shifting priorities, timelines, and coordination across a small, fast-paced team
  - Create project plans that bring structure to work, clarify next steps, and keep deliverables moving forward
  - Serve as the central point of communication between leadership, creative, and operations to maintain alignment
  - Navigate high-volume communication across multiple platforms, ensuring responsiveness and clear visibility into active work
- **Prisma - Phoenix, Arizona** JAN 2012 - DEC 2016  
Director of Marketing & Communication
  - Led a team of 8 across creative, production, and client services, guiding complex work from initial concept through execution
  - Contributed to executive-level strategy as part of the leadership team, supporting company repositioning efforts
  - Launched a "mega raffle" program for Tucson Medical Center; coordinated strategy and execution to generate \$4M in 9 weeks and exceed conversion goals
  - Translated data into actionable insights to guide decisions, improve outcomes, and optimize resource allocation
  - Planned and executed a **surprise** internal brand launch event for 250 employees, coordinating logistics including staging, AV production, speakers, messaging, and materials to deliver a cohesive rollout experience

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## CONTACT

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## CORE SKILLS

- Program Management
- Process Improvement
- Workflow Design
- Cross-Functional Coordination
- Operational Efficiency
- Stakeholder Communication
- Project Planning & Execution
- Problem Solving
- Root Cause Analysis
- Organization & Prioritization
- Leadership & Team Alignment

## REFERENCES

Pleased to provide upon request.

## PROFESSIONAL EXPERIENCE CONTINUED

**Interactive Sites - Scottsdale, Arizona** JAN 2011 - JAN 2012  
Account Manager

- Led development and launch of 10 large-scale websites in one year, organizing timelines, deliverables, and communication across teams
- Designed a social integration solution tied to booking systems, improving efficiency and increasing revenue opportunities
- Served as a trusted point of contact for hospitality clients, managing multiple initiatives with strong attention to detail

**Commit Agency - Chandler, Arizona** JAN 2007 - JAN 2011  
Senior Account Executive

- Managed 12 national and local accounts simultaneously, each with multiple active projects and competing priorities
- Built detailed project timelines and plans to coordinate work across teams and ensure consistent delivery
- Selected to launch a new division, developing structure, workflows, and strategy while managing high-profile accounts
- Became the agency's analytics lead, helping clients make sense of data and use it to guide decisions around audience, budget, and channels

**The Martz Agency - Scottsdale, Arizona** JUNE 2005 - JAN 2007  
Senior Account Executive, promoted from AE

- Solely managed a large-scale video production across three cities, coordinating a crew of seven, 47 on-screen talent, 60 hours of editing plus props, wardrobe and staging
- Navigated real-time challenges on set (including weather disruptions and talent issues) while maintaining timelines and client expectations
- Collaborated across creative, public relations, and executive teams to deliver complex initiatives successfully for a dozen additional clients simultaneously

**The Producers, Inc. - Phoenix, Arizona** MAY 2004 - JUNE 2005  
Account Assistant