

AMY MCCRACKEN

OPERATIONS & PROJECT MANAGER

✉ amy@amymccracken.com

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OVERVIEW

I am a results-oriented, high-performing operations professional with a distinguished track record for driving successful projects and improving business outcomes. My highly developed communication, strategy and problem-solving abilities have led to several promotions and helped my employer achieve exceptional results. I am an all-rounder, possess excellent business and technical acumen, with the goal to continue to apply and develop my expertise.

EXPERIENCE

- Management of complex, technical projects utilizing agile and waterfall methodologies. Producing schedules and reports, monitoring scope, risk, budget, invoicing and participant accountability.
- Production of FMCG and bespoke digital products, while ensuring quality control within creative studio and agency environments.
- Management of all communication channels and forums within projects. Including internal and external meetings, workshops, emails and documentation.
- Effectively balance competing priorities of multifaceted, concurrent projects by utilising analytical, organisational, and strategic-planning skills.
- Daily management of a diverse team of in-house and offshore professionals, with natural leadership qualities to instill vision, achieve company goals, and enhance company culture.
- Ability to foster a healthy collaboration with all levels of the business, from C-level managers, high-profile clients, service providers, contractors and vendors.
- Hands-on involvement in business operational matters. Including new business, accounting, infrastructure, systems, administration and HR.
- Implement new systems, streamline business processes and simplify documentation for increased efficiency.
- P&L reporting and performance analysis against set budgets and targets. Successfully applying insights to create and implement short and long-term plans to meet objectives.

WORK EXPERIENCE

PROJECT & OPERATIONS MANAGER

BSI Learning (formerly Salmat Learning) / Melbourne / Mar 2014 - Oct 2016

Oversaw daily operations within an innovative digital agency, servicing major brands such as ASIC, ANZ, NAB, BHP Billiton, Sanofi and 7-Eleven. Providing end-to-end delivery of variable-sized bespoke projects with a UX focus for external clients, including contract documentation, scoping, scheduling, budgeting, reporting, invoicing and participant accountability. Curated and managed workload for cross-functional project teams, including on/offshore developers, and liaised with all levels of the business, such as the General Manager, clients, service providers and vendors.

SKILLS & EXPERTISE

PROJECT MANAGEMENT
STRATEGIC PLANNING
BUSINESS OPERATIONS
PRODUCTION MANAGEMENT
SYSTEMS IMPLEMENTATION
PROCESS IMPROVEMENT
PROCEDURE DEVELOPMENT
COMMUNICATIONS
CLIENT MANAGEMENT
NEGOTIATIONS EXPERT
TEAM LEADERSHIP
FINANCIAL OVERSIGHT
BRAND MANAGEMENT
DIGITAL MARKETING
PRODUCT DEVELOPMENT

TECH SKILL

OPERATING SYSTEM

Mac, PC

MICROSOFT OFFICE SUITE

Excel, Word, Outlook, PPT

CLOUD BASED COMPUTING

Google Docs, Sheets

PROJECT MANAGEMENT SOFTWARE

Basecamp, MavenLink, Trello

MARKETING TOOLS

MailChimp, Buffer, Hootsuite

ACCOUNTING SOFTWARE

Xero, MYOB

DESIGN SOFTWARE

Adobe Photoshop CS, Canva

WEBSITE DEVELOPMENT

Wordpress

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PROJECT & OPERATIONS MANAGER (Continued)

Key achievements:

- Managed project teams and third-parties to deliver custom L&D products and services with the right blend of design, content and technology that meet customer expectations and specifications.
- Procurement and execution of a major project management systems upgrade onto a new platform to improve reporting, budgeting and planning processes.
- Met with internal stakeholders, clients, service providers and vendors to consult on project planning, technical solutions, compliance and security requirements, issue resolution and implementation assessments.
- Implemented new procedures and policies to improve company effectiveness, transparency and reduce areas of risk and inefficiency.
- Managed corporate operations during departmental transition from ASX listed Salmat Ltd to private ownership during BSI acquisition. Including hands-on management of support services (accounts, HR), infrastructure during relocation and business administration without any disruption to services.
- Played an integral role in improving employee retention by addressing company culture and staff satisfaction. These efforts resulted in a more focused and cohesive team which increased business performance.
- Ensured consistent and competitive pricing by developing advanced estimation and ROI spreadsheets.

PROJECT MANAGER

Madman Entertainment / Melbourne / Feb 2013 – Feb 2014 / Maternity Contract

I was responsible for planning, executing and evaluating projects in a leading creative studio in the media industry. I managed NPD of FMCG's, marketing assets, and product set up, lifecycle and availability in CMS for all brands and their product ranges. I led project teams of up to ten people, managed client-vendor relations and ensured quality control throughout the project life cycle.

Key achievements:

- Led all aspects of a project lifecycle across strict timelines, from contract negotiations to planning, scheduling, forecasting, execution and performance monitoring.
- Provided accurate status reports to management and key senior stakeholders, including cost, schedule, quality and risks.
- Enhanced operations and increased output of projects by 18% by improving templates and introducing improved systems for managing projects.
- Produced 65 products in 12 months and consistently kept projects to timeline and budgets – averaging 10% under budget.
- Conducted regular team meetings to discuss projects, on-going issues, client concerns, and to motivate and energise staff.
- Clearly communicated employee duties, and successfully managed service providers and stakeholder expectations.

SENIOR BRAND MANAGER & 2IC

Shock Entertainment, Regency Media / Melbourne / July 2011 – Feb 2013

I managed a team of four and was responsible for brand and product development from initiation to closure. I monitored market trends, developed BTB and BTC advertising, marketing strategies, and managed budgets, product inventory and performance. I employed a hands-on approach to all facets of the brand and product development operations, from project and vendor management to process improvements.

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SENIOR BRAND MANAGER & 2IC (Continued)

Key achievements:

- Contributed consistently to increasing profit margins, along with improving productivity, through process control and implementation.
- Curated and executed targeted SEM and SMM campaigns for improved online retail sales conversions.
- Implemented and executed successful branding initiatives for both premium and niche media products, including *Jamie Oliver's 30 Minute Meals*.
- Successfully managed the distribution and marketing of home entertainment products for the Kardashians portfolio from its infancy up to a \$10M+ brand.
- Developed completely new company brand guideline documentation, and led creative direction for TVC's and photoshoots.
- Created innovative packaging, merchandising and cross promotions with key partners such as Tefal and Penguin Books.
- Facilitated open and ongoing communications amongst the team for improved personal and business performance.

BRAND MANAGER

Shock Entertainment, Regency Media / Melbourne / Jan 2009 - June 2011

I developed and executed the brand strategy across all channels of a large product portfolio of FMCG through the complete lifecycle. I was responsible for negotiating licensing contracts, product development, setting brand guidelines, developing and launching promotions and advertising campaigns, setting price-point, channel distribution strategy, forecasting, inventory planning, and assessing financial performance against targets.

Key achievements:

- Managed the growth of Australia's largest lifestyle and reality TV catalogues in the home entertainment industry which helped increase the company's market share by 14%.
- Wrote, implemented and analysed engaging and targeted communications campaigns across traditional and digital platforms for optimal ROI.
- Developed and managed a new and improved range of sales tools including presentations, reporting, and positioning documents.
- Planned, organised and managed many successful events such as product launches and talent appearances.
- Demonstrated resourceful adaptability during Regency Media's acquisition of Shock Entertainment which resulted in multiple company restructures.
- Due to my success in my previous Product Manager role with Shock Entertainment, I received a fast promotion to this Brand Manager position in just 12 months.

EDUCATION

BACHELOR OF FINE ARTS

University of Auckland, New Zealand
Parts two of four completed

UNIVERSITY ENTRANCE

Mahurangi College, New Zealand
Official secondary school qualification

ONLINE



amymccracken.com
Interactive resume



[linkedin.com/in/mccrackenamy/](https://www.linkedin.com/in/mccrackenamy/)

REFERENCES

AVAILABLE ON REQUEST