

THALIA CHANCE-CHIN, PMP

Operations & Project Manager | Marketing Analytics & Tracking Implementation

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PROFESSIONAL SUMMARY

PMP-certified marketing operations professional with experience spanning project governance, operational process design, martech implementation, and cross-functional leadership across agency and consultancy environments. Demonstrated ability to scope complex technical and operational initiatives, implement scalable systems, and drive measurable outcomes across marketing, analytics, and operational functions. Translates ambiguous challenges into clear execution plans and builds the operational frameworks that enable teams to perform consistently through periods of growth and change.

Notable Brands Served: *Shutterfly • Revlon • Harvard Business Review • Dickies • Redbubble*

CORE COMPETENCIES

Project Management	Cross-functional project leadership, agile & waterfall methodologies, risk mitigation, stakeholder communication, scope management
Operations & Process	Workflow design & optimization, process documentation, QA frameworks, knowledge management, onboarding systems, standard operating procedures (SOP), martech stack evaluation
Martech & Analytics	Google Tag Manager (GTM), Google Analytics (GA4), Meta Pixel, Customer Data Platform (CDP), HIPAA-compliant martech infrastructure, API integrations, dataLayer architecture
System & Tools	Asana, ChatGPT, Claude, AI, Looker Studio, Wrike, ClickUp, Trello, Notion, Salesforce, Tableau, HubSpot
Leadership	Executive stakeholder engagement, team training & mentorship, organizational alignment, change management, vendor partnership management, continuous improvement

PROFESSIONAL EXPERIENCE

Principal, Tracking & Analytics | [Growth Vanguard](#)

2025 – Present

- Manage end-to-end tracking implementation lifecycles for clients in regulated industries, overseeing audit, compliance review, SOW scoping, build, quality assurance, and reporting across 5+ active clients to ensure accurate attribution and compliant paid media execution.
- Architect HIPAA-compliant tracking infrastructure across ad platforms, analytics tools, and CDPs, resolving cross-domain attribution gaps and enabling clients to run compliant campaigns within regulatory constraints on paid media measurement.
- Led the evaluation, selection, and implementation of the agency's project management platform, designing workflow architecture to support time tracking, invoicing accuracy, and AI-assisted generation of proposals, implementation plans, and client documentation.
- Manage agency vendor partnerships and contractor oversight while contributing to internal process development, including co-developing a client health scorecard to standardize service quality evaluation across the portfolio.

Senior Operations Project Manager | [Tinuiti](#)

2022 – 2023

- Secured leadership buy-in for operational initiatives by developing business cases that improved decision-making efficiency by 35% through data accessibility and transparency using Salesforce and Tableau.
- Saved \$50,000+ annually in make-goods and drove a 30% increase in project execution speed by identifying operational inefficiencies and rebuilding workflows in Wrike with a restructured QA process.
- Achieved 95% process adoption rate by managing timelines, resources, stakeholder communication, and training across agile and waterfall implementations.
- Enhanced operational productivity by 25% through the creation of a knowledge hub covering content related to cross-sell presentations, industry insights, platform best practices, and training on process updates.
- Supported operational transition during an acquisition and merger through identifying risks, mitigating disruptions, and ensuring seamless integration and business continuity.

- Automated workflows, developed comprehensive process documentation, and ensured data compliance and integrity allowing for seamless marketing technologies integration and increased implementation efficiency.

Senior Project Manager | **Tinuiti**

2021 – 2022

- Managed clients with \$5MM+ budgets, driving 20% increase in acquisition and 30% reduction in CPA through cross-team collaboration and strategy development across creative, analytics, and media workstreams.
- Directed a team of marketing professionals achieving 90% on-time project completion by proactively identifying and mitigating risks through early intervention strategies that reduced scope changes and timeline delays by 20%.
- Boosted revenue 15% YoY by analyzing reports and developing data-driven insights that facilitated strategic optimizations leading to \$100,000+ in incremental budget for further testing and volume growth.
- Coordinated with analytics and dev teams to refine attribution models and implement Conversion API integrations, improving attribution accuracy by 25%.

Project Lead | **Chacka Marketing**

2018 – 2021

- Managed full project lifecycles from stakeholder alignment, planning, execution, delivery, and post-project assessment across a \$2MM+ budget portfolio that were delivered on time, within scope, and met KPI goals.
- Reduced team onboarding time by 66% and improved project success rates by 35% through structured training programs, mentorship, and process standardization.
- Led cross-functional data governance initiatives that improved data accuracy by 25% and enabled better decision-making through enhanced reporting pipelines.
- Drove 20% efficiency gains through quarterly post-mortems and continuous process improvement cycles.

Senior Project Specialist | **Chacka Marketing**

2017 – 2018

- Served as primary client point of contact for high-profile accounts, achieving 20% improvement in client retention and 15% account growth through strategic recommendations and proactive communication.
- Delivered 25% improvement in paid social ROI by managing a diverse portfolio with data-driven guidance and structured stakeholder engagement strategies that reduced scope creep by 15%.

Project Specialist | **Chacka Marketing**

2015 – 2017

- Managed simultaneous paid social campaigns for 5 clients, generating and analyzing performance reports that drove data-informed campaign optimizations.
- Conducted weekly and quarterly campaign performance reviews with proactive optimization recommendations that built trust and secured 15% budget increases for testing initiatives.

EDUCATION & CERTIFICATIONS

Education

Bachelor of Entrepreneurial Arts | *Juniata College*
Minor in Communications

Certifications

- Project Management Professional (PMP)
- Google Project Management Certificate
- Generative AI Overview for Project Managers
- Data Landscape of GenAI for Project Managers
- Talking to AI: Prompt Engineering for Project Managers
- Navigating the Developer Data Use Policy
- Facebook Certified Digital Marketing Associate