THALIA CHANCE-CHIN, PMP

Operations & Project Manager | Marketing, Dev & Training Workstreams | Remote

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PROFESSIONAL SUMMARY

PMP-certified marketing and operations professional with 5+ years of experience managing the full spectrum of agency and consultancy work from hands-on execution to project governance, process design, and cross-functional leadership. Passion for bridging technical and creative workstreams with the ability to scope complex projects, implement scalable systems, and drive measurable outcomes across marketing, analytics, and operational functions. Translating ambiguous challenges into clear plans, building the operational frameworks that enable teams to execute with consistency while maintaining alignment through periods of rapid 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, vendor governance, tooling adoption
Technical Workstreams	Tracking & analytics implementation, GTM, GA4, Meta Pixel, server-side CDPs, HIPAA-compliant martech infrastructure, API integrations, dataLayer architecture
System & Tools	Asana, 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 *Mar 2025 – Present*

- Oversee end-to-end technical project delivery across GTM, GA4, server-side CDPs (Freshpaint, Ours Privacy, Curve), and major ad platforms, coordinating across client stakeholders, development teams, and platform partners to implement HIPAA-compliant tracking infrastructure within defined timelines and scope.
- Conduct scoping and tracking audits for incoming client engagements, identifying compliance gaps, attribution deficiencies, and platform misconfigurations — translating complex technical findings into actionable recommendations for non-technical leadership.
- Design and manage cross-domain attribution pipelines spanning CRMs, scheduling tools, and ad platforms, overseeing dependencies, documentation, and delivery milestones across distributed remote teams.
- Develop client-facing deliverables including compliance briefs, implementation documentation, and strategic decks that maintain stakeholder alignment and project momentum throughout engagement lifecycles.

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% via enhanced data accessibility in Salesforce and Tableau.
- Drove a 30% increase in project execution speed by identifying operational inefficiencies and rebuilding workflow in Wrike with a restructured QA process — saving $50,000+ annually.
- Achieved 95% process adoption rate by managing timelines, resources, stakeholder communication, and training across agile and waterfall implementations.
- Built a cross-functional knowledge hub covering cross-sell presentations, platform best practices, and process training — boosting operational productivity by 25%.
- Supported acquisition and merger integration: identified risks, mitigated disruptions, and maintained business continuity across teams.
- Automated workflows and developed comprehensive process documentation to ensure data compliance and seamless marketing technology integration.

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 across creative, analytics, and media workstreams.
- Directed a team of marketing professionals achieving 90% on-time project completion by proactively identifying and mitigating risks that reduced scope changes and timeline delays by 20%.
- Boosted revenue 15% YoY by developing data-driven insights and presenting performance in Tableau dashboards that facilitated strategic optimizations — securing $100,000+ in incremental budget.
- 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 — stakeholder alignment, planning, execution, delivery, and post-project assessment — across a $2MM+ budget portfolio, delivering on time, within scope, and at KPI.
- 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 client reviews 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