

BARBARA FELICIANI

CV

+4407531722063

@barbfeliciani@gmail.com

linkedin.com/in/barbarafeliciani/

London, United Kingdom

SUMMARY

Dynamic and results-driven **Project Manager** with exceptional organisational, communication and technical skills. A 7-year background working in Media, Ed-tech, SaaS and Luxury. An expert in leading, from inception to delivery and beyond, multiple complex projects at the intersection between Marketing and Branding, Operations and Product. Excels in orchestrating the work of multi-disciplinary teams, while managing stakeholders and vendors, at all levels. Strong stakeholder management skills, proactive problem-solving, and a growth mindset. Very good experience managing distributed teams. Good experience in change initiatives aimed at improving efficiency and productivity. An enthusiastic team player, thrives on aligning deliverables with strategic goals and driving impactful change.

SKILLS

Project Management	Waterfall	Agile	Marketing	Branding	Operations	Production	Product
Leadership	Business Acumen	Risk Assessment	Stakeholder Engagement	Budgeting	Client Services		
Communication	Results-driven	Growth Mindset	Adaptability	Collaboration	Self-management		
Negotiation	Problem-solving	Resilience	Google Suite	Microsoft Office	Excel	Trello	Jira
Asana	Adobe						

EXPERIENCE

Project Manager

Sauce Labs

2022 - 2023 Remote, United Kingdom

Sauce Labs is an American cloud-hosted platform for automated testing of desktop and mobile applications. It is designed to be instantly scalable, since it is optimised for continuous integration workflows. The company is headquartered in San Francisco, with offices in North America, and EMEA. Clients include: Visa, Deutsche Bank, Walmart, Spotify, BuzzFeed.

- Planned and managed a complete Marketing site overhaul, orchestrating the collaboration of several teams - Marketing, Website, Brand, Product, Development, and UI/UX Design, along with multiple vendors and consultants. From research, scoping, planning, strategy, rebranding, development, and QA, through to onboarding and beyond.
- Brought all site development and maintenance in-house, resulting in a significant decrease in website operational costs, and allowing for efficient website scalability.
- Organised and facilitated: website requirements gathering sessions, internal brand strategy discovery sessions, and brand guidelines onboarding sessions for Marketing, Sales and Solutions teams.
- Managed all post go live branding and website enhancements.
- Managed production of content and assets, liaising with Content Strategy, SEO, and Social Media teams.
- Planned, managed and facilitated pitches, presentations and onboarding sessions, including production of decks.

Design Operations Manager

Sauce Labs

2021 - 2022 Remote, United Kingdom

- Created a roadmap for DesignOps, resulting in an increase in Product Design productivity and efficiency.
- Analysed service agreements between Product Design, Finance, Procurement and Legal, recommending improvements, and collaborating with HR on implementation.
- Enhanced the quality and impact of design outputs by improving workflows, guidelines and artefacts.
- Planned and facilitated 10+ design-led initiatives within the organisation.
- Selected and onboarded 5+ vendors and consultants, including specialised UI/UX recruiters.
- Organised recurrent UI/UX user interview initiatives to gather insights for Design improvements.

EXPERIENCE

Senior Project Manager

Boxmedia

🏠 2020 - 2021 📍 London, United Kingdom

BoxMedia is an Ed-Tech platform that partners with large educational publishers to develop innovative educational content and software. Clients & Partners include: Pearson, Doberman, EPAM, Accenture, AICPA-CIMA, McKinsey, Chegg, EY, Human-Engine.

- Led a change process, building the Project Management function from the ground up, and introducing improvements to day-to-day operations.
- Implemented Project Management practises, processes and tools to a program composed of various large projects, with budgets ranging from six to seven figures.
- Managed projects from inception through to delivery, prioritising work for 10+ projects at a time.
- Improved project success by combining delivery methodologies.
- Facilitated regular communications with clients, contributing to presentations and status updates.
- Created and managed all project documentation, including: SOWs, Budgets, RACIs, RAID Logs, Project Progress Reports, Retainer Agreements, and Retrospectives.
- Managed job postings and selected candidates for interviews for new positions, including Project and Account Managers, Producers, Art Directors, Designers, Developers, and Researchers.
- Delivered on time, on budget, and within success criteria, projects that went through significant scope change.
- Planned, managed and facilitated pitches, presentations and onboarding sessions, including production of decks.

Project Manager

Tom Faulkner

🏠 2017 - 2020 📍 London, United Kingdom

Tom Faulkner is a celebrated British interior design brand, specialising in making distinctive furniture and accessories. The company works with some of the world's leading interior designers and property developers, on a broad range of private and commercial projects across the globe.

- Managed production of Web and Social Media content and assets for marketing initiatives, resulting in an increase in online engagement.
- Managed production of photography for brochures, events, publications and digital content.
- Managed the development of website enhancements.
- Sourced temporary teams to support sales initiatives, design fairs, and other live events.
- Supported business development efforts resulting in the successful launch of the brand in the United States, including research initiatives, and the production of assets such as Sales decks, Reels and Brochures.
- Managed 15+ initiatives and projects in parallel.

Senior Producer

Sony Pictures Entertainment

🏠 2011 - 2017 📍 London, United Kingdom

SPE is the entertainment branch of Sony Pictures, it operates worldwide within the broadcasting sector via a portfolio of entertainment channel brands. EMEA brands included: AXN, AXN SCI-FI, SET and Film1, operating across the UK, Germany, the Netherlands, and Italy.

- Managed Branding and Marketing campaigns, Product launches, and Ad Sales initiatives, across territories, increasing brand awareness and ratings.
- Conceptualised and produced 50+ product launch campaigns.
- Increased brand recognition by collaborating with Marketing and Creative specialists on a global Rebranding.
- Optimised resources by implementing new workflows, resulting in a 20% reduction in Production time.
- Designed priority plans to reduce costs, allowing for investment on technical products and personnel training.
- Lowered production costs by collaborating with emerging international Creatives.
- Managed production of content and assets for Web and Social Media campaigns.

Producer

Fox International Channels

🏠 2003 - 2011 📍 Rome, Italy

FIC was a News Corp-owned entertainment multi-brand, operating in the broadcasting sector across EMEA between 2003 and 2019, when it was acquired by Disney. Brands included: FOX, Nat Geo, The History Channel, A1, FOX Life, FOX Crime, FX, Next, FOX One, and FX mobile.

- Produced Branding campaigns and Product launches, positioning Fox as the number one entertainment brand on pay TV in Italy, by ratings and awareness.
- Produced and edited award-winning Product launch campaigns and Branding campaigns, with a total of 90+ campaigns launched.
- Increased brand visibility by collaborating with Global Creative and Marketing teams on the launch of The Walking Dead, across EMEA and APAC.
- Conceptualised, produced, and edited Branded content for 10+ high-profile clients.
- Mentored a team of juniors and interns, improving their skills in Copywriting, Production, and Design.

EDUCATION

BA (Hons) Media Theory

Roma Tre University

🏠 2002 - 2005 📍 Rome, Italy

- Core modules focusing on historical and critical studies of film, radio, television and digital media.

QUALIFICATIONS

Professional Scrum Master Certification

Scrum.org, USA

Digital Marketing Strategy Certification

Squared Online, UK

Disciplined Agile Scrum Master

PMI - Project Management Institute, USA - in progress

Project Management Qualification

APM - Association for Project Management, UK

Fundamentals of Project Management Certification

The Chartered Institute of Marketing, UK

CS50's Introduction to Computer Science

Harvard EdX, USA - in progress

STRENGTHS



Technical Proficiency

Demonstrated expertise in utilising a range of digital tools and platforms for project management.



Results-Driven Leadership

Experienced in leading and motivating teams to deliver high-quality, impactful projects within strict timelines and budgets.



Stakeholder Management

Skilled in coordinating and aligning multiple stakeholders to achieve project goals.



Adaptability

Able to adjust and thrive in diverse and challenging project environments.

LANGUAGES

English

Native

Italian

Native

Portuguese

Native

French

Intermediate