




mei lu

CONTACT

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SKILLS

PROFESSIONAL

- Agile methodology
- Digital ad production
- Usability testing
- Strategy + roadmapping
- Growth analysis
- A/B + MV testing

TECHNICAL

- HTML + CSS
- Adobe Photoshop
- Project management apps (Jira, Wrike, SmartSheet)
- Ad-serving services (DoubleClick, Sizmek)

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Bachelor of Arts
Political Science

INTERESTS

Crossword puzzles, tennis, The Beatles, Haruki Murakami, big words, r/oddllysatisfying, hiking, Oxford commas, and life in general.

PROFILE

Seasoned interactive producer with over 10 years of success in production, process development, and effective team management. Proficient in leading all facets of the creative development lifecycle from conception to completion. Fearless, adaptive team leader with strong acumen in production efficiency and risk management.

EXPERIENCE

- Present** - **INTERACTIVE PRODUCER**
Google (via Adecco) | Google Store
 - Manage and develop the GStore E2E lifecycle. Define milestones and ensure deadlines, budget requirements, and business needs are met
 - Lead the Fitbit x Gstore product integration efforts, which resulted in a 25% higher CTR compared to benchmark homepage content during launch week
 - Collaborate with cross-functional leads. Navigate competing priorities and project challenges while maintaining quality deliverables and timely launch
 - Oversee vendors to ensure GStore design and copy align to the creative brief and the wider brand strategy
 - Created, piloted, and currently lead the process for international teams to develop bespoke evergreen pages
 - Review and evaluate project workflow to streamline processes, mitigate risks, and monitor overall project budget and health
- 2019** - **INTEGRATED PRODUCER**
MediaMonks | HP, Netflix, Snap, Clif Bar
 - Managed all phases of production, including concepting, budgeting, UX/UI, development, QC, and delivery
 - Collaborated with Snap stakeholders to develop and debut their social presence across Spectacles brand channels globally
 - Spearheaded and adapted workflows to meet cross-functional team and stakeholder objectives
 - Initiated a global social campaign and coordinated international video shoots across 16 cities for HP's home business printers
 - Led global production teams and media partners to develop, QA, and launch campaign materials
- 2018** - **SENIOR DIGITAL PRODUCER**
TBWA\Media Arts Lab | Apple
 - Developed project strategy and roadmap across \$4M+ global digital campaigns
 - Initiated ideation and development of digital experiences to shape deliverables with optimal user experience in mind
 - Lead and guide international teams to develop effective bespoke global campaigns
 - Managed and trained junior to mid-level team members in problem-solving, course correcting, and streamlining processes
 - Optimized workstreams and proactively identified efficiencies throughout production