


LORIANA LAM

PROFESSIONAL SUMMARY

With over 6 years of project and production management expertise, I excel in delivering projects on time and within budget, emphasizing a client-centric approach and building strong relationships. Additionally, I bring a unique blend of leadership and stress management skills to foster a positive work environment. With a diverse background, including 2 years in public relations, I am an adaptable, results-driven professional committed to maintaining high standards in project and operations management across various industries.

CONTACT

 [Available upon request]

 WORKWITHLORIANALAM@GMAIL.COM

 LINKEDIN.COM/IN/LORIANALAM

 LOS ANGELES, CA

KEY SKILLS

New Hires and Onboarding
Cultivator of Positive Work Relationships
Workflow & Process Improvement
Excellent Conflict Resolution Skills
Strategic Planner
Brand Marketing & Advertising
Print, Digital / Social & Broadcasting
Project Management
Program Management
Production Management

TECHNICAL SKILLS

Slack, Zoom, Microsoft Teams, Google Meet
ProWorkflow, Asana, Trello, Smartsheets & Jira
Microsoft Office Suite
Adobe Creative Cloud
Google Workspace/Suite
Facebook Business Manager
Digital Asset Management
Pages, Keynote, Canva

EDUCATION

California State University, Long Beach
B.A. in Communication Studies
Minor in English Literature

EXPERIENCE



Dec 2023 - Current | **Freelance Project & Program Manager**



Mar 2023 - Dec 2023 | **Personal Goal Pursuit**

- Substituted yoga classes at Astro.Gong.Yoga
- Obtained RYT-200 Certification
- Traveled



Jul 2022 - Mar 2023 | **Trade Marketing Project Manager** | Red Bull North America



- Took charge in lieu of the Senior Trade Marketing Manager by reviewing and testing samples of 17 large-format point-of-sale (POS) projects for the multi-million dollar sponsorship with Wal-Mart in the upcoming 2023 F1 Austin Grand Prix.
- Oversaw monthly cooler bank orders with costs up to \$5K+ per order, involving the creation of mock-ups, routing for cost approval, communication of order status and coordination of final deliveries between field teams and manufacturers.
- Collaborated on the conceptualization and development of POS materials with cross-functional departments, which includes obtaining estimates, determining production lead times, creating POS floor plans, developing project presentation decks, maintaining project trackers and briefing vendors and designers.
- Ensured quality control by reviewing physical samples, digital proofs and final deliverables, ascertaining that all POS items aligns with the company's brand and expectations.



Aug 2021 - Jul 2022 | **Project Manager** | ROSEWOOD Creative



- Collaboratively coordinated with cross-functional departments to define budget scopes up to \$150K+, allocated resources from a dynamic pool of 90 staff members, established timelines and managed a team up to 15 members for each campaign, including projects such as AppleTV+'s Swagger, WeCrashed, CODA's Award Season and Loot.
- Managed a team to create impactful social assets, boosting CODA's visibility during award season and securing 3x Academy Awards.
- Contributed to the agency's submission for CODA at Cannes by overseeing work, team collaboration and data entry, resulting in the attainment of 2x Bronze Lions at Cannes 2022.
- Demonstrated effective leadership by conducting weekly internal meetings to keep team members informed about material resources, project priorities, changes, and milestones, while taking ownership of RACI, Hot Sheets, and Project Trackers to meticulously oversee and ensure that all project assets met established deadlines.



Jun 2020 - Aug 2021 | **Project & Production Manager** | GearShift Advertising

Jun 2017 - Jun 2020 | **Project Manager & Production Specialist**

Feb 2016 - Jun 2017 | **Office Manager & Production Coordinator**



- Oversaw budgets up to \$100K+, developed estimates, processed invoices, and created production plans and schedules, including anticipating and resolving potential conflicts and risks that could interfere with the project.
- Assessed team resources and bandwidth up to 20+ projects simultaneously, sourcing web developers, designers, video editors, and production artists for digital, print and broadcasting advertisements.
- Acted as the primary contact for clients, managing access up to 2.5K+ photoshoots assets per campaign.
- Proactively engaged in strategic negotiations, aligning estimates, timelines and deadlines as required.
- Developed best practices and operational strategies to enhance efficiency, productivity and overall quality.