

# ABBY PAN

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## WORK EXPERIENCE

### Calendly

*Project Manager, Go-To-Market*

March 2022 - April 2023

- Created, managed, measured and adapted programs for multi-channel marketing campaigns for industry verticals.
- Launched cross-functional campaigns for new product lines and features, driving leads to influence sales funnel.
- Developed comprehensive project plans with detailed deliverables, milestones and tracking to align stakeholders.
- Communicated with senior leadership on program status, wins, and roadblocks, iterating strategies as applicable.
- Designed and implemented scalable project portfolios, strategy plans, reporting dashboards, KPIs and processes.
- Tracked and analyzed performance of campaigns across channel owners to optimize outcomes and report findings.

### Matterport

*Project Coordinator*

July 2020 - March 2022

- Served as liaison between vendors and enterprise customers to book over \$880k in revenue over 4 quarters.
- Managed national daily operations for new projects including 'on-demand' ordering platform for SMB customers.
- Onboarded and provided training to 3rd party vendors and maintained their legal documentation and contracts.
- Provided customer support for account inquiries and resolved vendor issues to ensure logistical efficiency.
- Worked on strategic projects to launch and operationalize services in new business verticals to increase revenue.

### Freelance

July 2017 - May 2020

*Program Coordinator*

- Provided support to William Morris Endeavor global COO on various projects to improve operational HR efficiency.
- Assisted executives and producers at John Wells Productions to ensure successful execution of film projects.

### J.P. Morgan

*Commercial Bank – Business Management Associate*

August 2016 - June 2017

- Developed and executed strategic programs to grow business for sales through prospecting and upselling clients.
- Performed statistical data analysis and financial reporting to create department wide metrics and scorecards.
- Interpreted performance metrics on a regular cadence and presented recommendations to senior management.
- Executed national sales projects for clients via events, seminars, ad-hoc queries and marketing campaigns.

*Asset Management – Technical Business Analyst*

April 2014 - August 2016

- Supported Global Internal Consulting division on strategic projects using both agile and waterfall methodology.
- Assisted Product Management team to create new client onboarding platform adhering to AML/KYC regulations.
- Created company-wide use cases and interpreted business requirements with Front Office and Legal/Compliance.
- Served as UAT lead for Project team, working with Technology to ensure all bugs were resolved with each release.

### Barclays Investment Bank

July 2013 - March 2014

*Project Management Analyst*

- Supported global COO team on process improvement / strategy projects to drive operational efficiency across firm.
- Facilitated execution from end-to-end of global internal HR platform; oversaw project from planning to deployment.
- Performed data analysis to interpret headcount metrics and provided reporting and recommendations for leaders.
- Liaised with cross functional teams to ensure execution of projects capturing business objectives and priorities.

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## EDUCATION

### University of Pennsylvania

September 2012 - May 2013

*Master of Science - Statistics, Measurement, and Research Technology*

### Boston University

*Bachelor of Arts - Economics and International Relations (Double Major)*

September 2009 - May 2012

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## SKILLS

- Project Management, Marketing Operations, Strategy, Data Analysis, Reporting, Customer Success, Sales Support
- Asana; Workfront; Trello; JIRA; Confluence; Airtable; Salesforce; SAS; SPSS; R; Mode; Heap, Miro