

Amanda De Leon, PMP

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Project Management Professional with 8+ years of experience making complex work feel more manageable for cross-functional teams. Known for combining operational expertise with a people-first approach, I build systems and workflows that make work flow easier. I thrive in highly collaborative environments where success depends on building strong relationships, managing priorities, and bringing clarity and empathy to high impact work.

CORE SKILLS

Programs & Operations Program Management • Project Lifecycle Management • Cross-functional Coordination • Operational Workflows • Process Improvement • Prioritization • Change Management • Agile Delivery • Scrum

Stakeholder & Executive Support Stakeholder Management • Executive Communication • Relationship Management • Meeting & Workflow Facilitation • Strategic Communications • Conflict Management • Team Facilitation

Systems & Execution Documentation & Process Design • Workflow Automation • Intake & Triage Systems • Dependency Tracking • Reporting & Visibility • Jira • Confluence • Asana • Salesforce

Analytic & Organizational Operational Reporting • Timeline & Dependency Management • Data Validation • SQL • Problem Solving

PROFESSIONAL EXPERIENCE

Appfire

Marketing Programs Manager • Sept 2022 – Jan 2026

- Coordinated complex cross-functional projects across marketing, communications, creative, marketing operations, and product teams, ensuring alignment on priorities, timelines, deliverables, and stakeholder communication
- Developed executive-facing reporting and project visibility frameworks to track priorities, timelines, dependencies, and process across the portfolio
- Managed up to seven cross-functional initiatives at a time, using Agile principles to coordinate project timelines, stakeholder communication, operational meetings, and KPI reporting in a fast-paced environment with shifting priorities
- Designed and customized an AI-powered content assistant to streamline enablement workflows and scale high-quality, on-brand content delivery across a \$10M+ partner program
- Orchestrated event and partner initiatives across marketing, channel, and events teams, aligning messaging, timelines, deliverables, and stakeholder expectations to support seamless execution

Appfire

Marketing Project Manager • Aug 2021 – Sept 2022

- Implemented a structured intake and triage system in Jira to improve request visibility, standardize workflows, and reduce turnaround time across cross-functional teams
- Stabilized at-risk initiatives by introducing structured project workflows, communication cadences, RACI matrices, and stakeholder alignment process to improve execution and reduce delivery risk
- Initiated and scaled a global operational workflow for branded asset fulfillment, streamlining intake, prioritization, creative coordination, and delivery logistics across distributed stakeholders
- Improved cross-functional collaboration by aligning stakeholders, resolving workflow bottlenecks, and streamlining communication across marketing, channel, and product teams
- Managed vendor coordination across multiple simultaneous initiatives, proactively resolving production issues, aligning timelines, and ensuring consistent delivery standards under tight deadlines
- Delivered KPI reporting and actionable insights to support quarterly planning and leadership decision making

Affinity Connection

Technical Project Manager • Feb 2021 – June 2021

- Served as a liaison between executive leadership and technical teams, translating evolving business priorities into clear operational plans actionable deliverables
- Managed a high-volume data operations team supporting 100+ client organizations, ensuring timely, accurate delivery of core business functions in a fast, startup like environment
- Implemented project management structure and workflows, reducing overdue data tickets by more than 30%
- Streamlined operations by identifying redundancies, improving workflows, and reducing inefficiencies across team systems and procedures
- Developed onboarding materials, process documentation, and knowledge-sharing resources to improve operations consistency and team scalability

New Pig Corporation

Marketing Specialist → Mktg Systems Coordinator → Mktg Portfolio Manager • July 2015 – Feb 2021

- Launched and facilitated a weekly scrum of scrums across 14 teams to manage dependencies, improve communication, and maintain alignment in a highly matrixed environment
 - Established and facilitated a portfolio steering committee to prioritize, approve, and coordinate incoming business requests across cross-functional stakeholders
 - Developed cross-functional project timelines in Jira to improve alignment, prioritization, and decision making
 - Standardized processes for identifying and resolving team constraints, improving overall delivery efficiency
 - Mapped and documented cross-functional workflows and customer journeys using Lucidchart and Gliffy to improve campaign planning, alignment, and process clarity
 - Wrote SQL queries and developed reporting dashboards to support operational visibility and data-informed decision making across marketing and product teams
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EDUCATION & CERTIFICATIONS

Project Management Professional (PMP)

Project Management Institute

Certified Agile Leader (CAL)

Scrum Alliance

Certified Project Manager (CPM)

Project Management Leadership Group

Program & Portfolio Management Advanced Certification (PPMC)

Project Management Leadership Group

Pennsylvania State University

B.A. Economics • B.S. Criminology

Coursera

Integrated Marketing Communications • Channel Management and Retailing (2024)

HOTT

SQL Programming (2016)