

CRISTAL SUNG, PMP, PSM

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Digital program and project director with a technical background in new media, design, and development. 10+ years of proven expertise leading cross-functional teams with a focus on streamlining processes and finding efficiencies. Demonstrated entrepreneurial drive with clear and concise communications, problem-solving, and attention to detail. Recognized as a calm and collected leader, who can deliver solutions and simplify complexity.

KEY SKILLS

Project Management
Requirements Gathering
Process Improvement
HTML/CSS, Javascript
WordPress, Shopify
Adobe Creative Suite
UX/UI, SEO
Arduino
Web Accessibility
MS Office

EDUCATION

TMU, 2013
BFA, New Media with Distinction

CERTIFICATION



PMI
**Project Management
Professional (PMP)**



Scrum.org
**Professional Scrum
Master I (PSM I)**



Aveta Business Institute
Six Sigma White Belt

EXPERIENCE

ASTOUND Group

Technical Program Director Nov 2023 - Present
Technical Program Manager Apr 2021 - Oct 2023

- Working closely with clients, accounts, sales, and development teams to pitch, plan, and execute; ensuring successful delivery of end-to-end digital solutions
- Leading Agile & Design Thinking projects; breaking down work into detailed user stories, sprint planning, and conducting retrospectives
- Standardizing and documenting processes across project management and operations

Cossette

Program Manager, Product & CRM Oct 2020 - Apr 2021
Senior Digital Project Manager Apr 2019 - Sep 2020

- Managed the McDonald's Canada business across all digital platforms with a focus on the website, mobile application, and CRM
- Launched new and accessible McDonald's Canada AEM website
- Involved in the hiring, training, and mentoring of two direct reports
- Grew the CRM business by 100% from 2019 to 2020 by identifying opportunities, improving processes, and client satisfaction.
- Built strong relationships and trust with clients and stakeholders
- Increased team productivity and efficiencies by automating and streamlining deliverables; reducing the workload by 5 people

M&H

Sr. Project Manager / Tech Lead Jan 2019 - Apr 2019
Digital Producer / Tech Lead Dec 2017 - Jan 2019

- Oversaw client services, delivery, and profitability of \$1M+ in annual revenue for all digital projects including web apps, eCommerce, display, social, UX, SEO, accessibility, development, and QA
- Managed 10 to 15 projects simultaneously, ranging from \$2K to \$500K with timelines of up to 1 year

GTB (Formerly Y&R)

Digital Producer Jul 2014 - Nov 2017
Production Coordinator May 2013 - Jul 2014
Lab Intern Jan 2013 - Apr 2013

Ryerson University International Student Services

Marketing & Web Assistant Sep 2010 - Apr 2013