

Pei Ling Lee

PMP® | Program & Project Manager | Digital Experience & Transformation

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Professional Summary

Program Project Manager with extensive experience leading enterprise web, digital, and marketing technology initiatives across multi-brand environments. Proven success partnering with Marketing, IT, UX, engineering, and external vendors to deliver website enhancements, system integrations, digital transformation, and customer experience initiatives from discovery through launch. Passionate about leveraging Agile delivery, AI-enabled workflows, and scalable project governance to drive measurable business outcomes.

As a lifelong learner, I'm committed to leveraging emerging tools, best practices, and cross-functional collaboration to drive innovation, enhance customer experiences, and deliver meaningful, results-oriented solutions.

Skills

Program & Project Management • Digital Transformation • Enterprise Web Applications • Marketing Technology • Global Cross-Functional Collaboration • Cross-Functional Leadership • Stakeholder Management • Vendor Management • Digital Experience • Customer Journey Optimization • Digital Design • UX/UI Collaboration • AI-Driven Workflows • Design Systems • CMS Platforms • Figma • Jira • Workfront • Asana • Adobe Creative Suite • Microsoft 365 • G Suite

Experience

Digital Project / Marketing Manager – International Education Corporation Aug 2024 – Aug 2026

- Led multi-phase Salesforce lead integration (POST/PATCH) across six enterprise websites, ensuring data accuracy, seamless lead capture, and alignment with marketing, UX, and compliance standards
- Directed end-to-end delivery of web experience initiatives, improving site performance, UX/UI consistency, and customer journey flows across multiple brands and environments
- Partnered cross-functionally with marketing, design, product, and engineering teams to translate business goals into scalable, user-centered digital experiences
- Managed a blended team of internal stakeholders and offshore developers, leveraging Agile frameworks (Jira, Asana) to drive execution, prioritization, and on-time delivery
- Owned the full project lifecycle—from discovery to launch—producing requirements, user flows, business specifications, and QA protocols to ensure high-quality outcomes
- Contributed to UX/UI improvements and site architecture optimization, enhancing usability, engagement, and conversion-focused experiences across web properties
- Coordinated website enhancements, SEO, analytics, performance optimization, QA, and production deployments to improve user experience and business outcomes.

Design Program Manager – Dell Technologies, Digital Services

Aug 2021 – Aug 2023

- Managed the Digital Services product design program, leading user-centered initiatives in partnership with design, product, business, and IT teams across a global enterprise environment
- Oversaw cross-functional project alignment, resource planning, and delivery operations to support 30+ digital products, ensuring execution aligned with business priorities and portfolio needs
- Partnered with product line and program managers to manage project workflows, capacity planning, and reporting through Azure DevOps (ADO) and Jira
- Facilitated weekly status reviews, sprint planning, and team operations, improving visibility, collaboration, and execution across distributed teams
- Monitored project health and delivery performance through internal tracking systems, driving continuous process improvement and supporting achievement of key user and business goals
- Improved digital fuel report compliance from 65% to 100% and strengthened communication of design initiatives and trends through recurring SharePoint reporting for leadership

Digital Project / Creative Design Services Consultant – Contract

Mar 2011 - Present

- Delivered end-to-end digital creative services for nonprofit organizations and businesses of all sizes, supporting brand development, marketing initiatives, and business growth.
- Managed projects using Agile and Waterfall methodologies, leading planning, creative execution, stakeholder communication, and delivery from concept through completion
- Partnered with cross-functional teams and clients globally to translate business goals into effective creative, digital, and customer-facing solutions
- Developed branding, visual design systems, digital assets, and online experiences to improve consistency, engagement, and overall user experience
- Planned and executed integrated campaigns across web, social media, print, and event channels, ensuring alignment with brand and communication objectives
- Fostered strong client relationships through strategic thinking, clear communication, and high-quality delivery, with clients reporting over 100% improvement in satisfaction

Digital Project Manager – The Clorox Company

Mar 2021 – Jul 2021

- Managed digital initiatives across multiple brand websites and platforms, delivering landing pages, site enhancements, and CRM-driven experiences in collaboration with internal teams and external vendors
- Contributed to CRM and lifecycle marketing initiatives, including email platform migration, template enhancements, and design system setup to improve consistency and scalability
- Led project planning and execution—from scoping and scheduling to budget tracking and stakeholder communication—using tools such as Workfront and Jira
- Coordinated cross-functional teams across brand, product, creative, and technology to align digital solutions with business objectives and ensure on-time delivery

Project Manager, Digital Marketing – AAA Auto Club Enterprises

Oct 2020 – Mar 2021

- Developed and implemented digital marketing project strategies to increase brand awareness, drive website engagement, and support membership growth initiatives
- Collaborated with internal departments and external partners to optimize membership programs, digital experiences, and creative campaign execution
- Managed external design consultants and internal creative teams, overseeing project initiation, planning, execution, and delivery across digital marketing initiatives
- Supported analytics and conversion optimization efforts through landing page development and A/B testing, contributing to improved performance for membership acquisition campaigns

Project Manager, Creative Services – Tag Worldwide

Nov 2018 - Aug 2019

- Led delivery of complex digital and creative campaigns for Amgen multinational brands, supporting both healthcare professional (HCP) and direct-to-consumer audiences
- Directed project scope, timelines, and deliverables, ensuring alignment with business objectives, brand standards, and regulatory requirements
- Collaborated with cross-functional stakeholders—including brand, account, and studio teams—to translate business needs into effective creative solutions and execution plans
- Partnered with internal and external teams to manage expectations, streamline workflows, and ensure high-quality creative output across multiple campaigns
- Maintained clear communication of project status, proactively identifying risks and resolving roadblocks to ensure on-time and successful delivery

Digital Creative Designer | PM – Buy It Installed / Service Trading

Nov 2017 - Nov 2018

- Led development of digital marketing and sales assets, contributing to increased lead generation and social media engagement
- Delivered website design, digital campaign support, and creative project management in an Agile environment
- Established PMO processes, workflows, and training materials for digital creative and video asset requests, improving project efficiency and delivery consistency

Digital Creative Design Consultant – Applied BioCode, Inc.

Mar 2016 - Jun 2017

- Collaborated with executive leadership and cross-functional teams to strengthen brand visibility and support strategic business initiatives, including preparation for the company's Taiwan stock market listing
- Provided creative direction and delivered web, visual, UI, and graphic design solutions across digital marketing campaigns, branded communications, and trade show experiences
- Developed digital templates, presentations, and branded assets aligned with integrated cross-channel marketing strategies and broader business objectives
- Supported Chinese website translation and localization efforts, helping tailor digital content and brand communications for Taiwan market readiness

Lead Creative Design Consultant – CVF / Pacific Union Financial

Oct 2011 - Oct 2013

- Partnered with marketing leadership to support month-over-month unit and funding goals, contributing to \$1B+ in loan funding through integrated digital creative initiatives
- Led B2B website redesign and digital marketing campaigns, improving brand presence and supporting customer acquisition efforts
- Delivered strategic visual and digital design solutions to enhance brand visibility and drive product engagement
- Developed and implemented corporate brand guidelines, ensuring consistency across marketing and communication channels

Sr. Web Graphic Design Lead – Financial Freedom / OneWest Bank

Mar 2006 - Mar 2011

- Delivered multi-channel digital and print campaigns supporting nationwide marketing initiatives across retail, wholesale, and correspondent lending divisions
- Led creative development for websites, landing pages, email campaigns, digital banners, and print materials, aligning with corporate marketing and communication objectives
- Redesigned websites and produced digital marketing assets to improve lead generation, sales support, and communication effectiveness
- Developed comprehensive digital design solutions to support customer acquisition and brand consistency across channels
- Created corporate training and presentation materials to support knowledge transfer and internal team enablement

Education

ArtCenter College of Design
Bachelor of Fine Arts (BFA), Illustration & Design

University of California, Irvine Division of Continuing Education
Project Management Certificate

University of California, Riverside Extension
Design Thinking Executive Program