

Contact

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www.linkedin.com/in/agjani
(LinkedIn)

www.ameetjani.com (Personal)

Top Skills

Social Media Marketing

Social Networking

Facebook

Languages

Hindi (Native or Bilingual)

Gujarati (Native or Bilingual)

Certifications

Hootsuite Social Media Certification

Honors-Awards

2016 Agency of the Year

2016 Lide Marketing Award

2018 Portfolio

Ameet Jani

Program/Project Manager (Ex-Indeed, Facebook, R/GA)

Austin, Texas, United States

Summary

: <https://www.ameetjani.com>

: Ameetjani@ameetjani.com

See more ##!

As an experienced(10+ years) program manager, I have led large-scale programs and complex projects while driving delivery through project managers. I have demonstrated my ability to align work with business goals and outcomes by partnering with stakeholders to define program objectives and roadmaps and leveraging change management best practices to ensure the successful adoption of strategic initiatives. My analytical skills and interpretive thinking have enabled me to evaluate and recommend solutions from various options and create stakeholder-facing metrics, weekly executive summaries, and reporting. Additionally, I have mentored junior program and project managers, assisted in recruitment, and managed key product solutions to accelerate growth. My expertise in facilitating meetings, developing scalable processes, and managing third-party vendors has led to successful project delivery and client satisfaction.

Specialties:

- Leadership and Management
- Program Management
- Project Management/agile/waterfall/scrum
- Product Management
- Digital Marketing
- Digital Advertising
- Web Design
- Search Engine Marketing & Optimization
- Branding and Communications
- UX/UI Design
- CX analytics platform
- Interactive/programmatic Media
- Strategic Planning

- Creative Concepting and Brainstorming
- User Experience and User Centered Design

Tools:

- Figma
- Adobe Creative Suite
- Miro
- Asana
- Trello
- Smartsheets
- Resource Management tools
- Monday
- Microsoft Project
- Tableau
- Salesforce
- Invoice/reporting/procurement tools

Experience

Indeed.com

UX Program Manager

May 2021 - March 2023 (1 year 11 months)

Austin, Texas, United States

Global UX Operations & SMB UX Leadership Team

- Plan and manage large programs consisting of multiple complex projects. Drive delivery of project work through project managers who are working on related programs.
- Lead the definition, design, and rollout of a new program or strategic initiative.
- Drive work to align with business goals and outcomes by partnering with the program sponsor and stakeholders to define the program OKRs and roadmap.
- Leverage change management best practices to ensure the successful adoption of strategic initiatives.
- Lead program reviews with stakeholders and senior leadership to drive alignment and specific outcomes.
- Create stakeholder-facing metrics, weekly executive summaries, and reporting.

- Apply analysis based on in-depth research and interpretive thinking. Evaluate and recommend solutions from various options.
- Collaborate across Indeed with stakeholders and other project/program managers.
- Anticipate and mitigate risk by conducting assessments across the program to determine if the implementation plans meet stakeholder requirements and will achieve strategic objectives.
- Mentor other more junior program and project managers to refine their individual project management skills and behaviors. Provide opportunities to others to help close their skill gaps.
- Assist in recruitment and provide input to hiring decisions.

Meta

Program Manager

September 2019 - April 2021 (1 year 8 months)

Austin, Texas Area

New Products, PSO Team

- Manage, monitor, build, and recruit for key product solutions identified by verticals to accelerate growth across Global Sales.
- Work extensively with cross-functional partners - e.g. Product Marketing, Product Owners, Data Science, and Engineering teams — to scope test design/requirements, manage test launches, test monitoring, analysis, and overall seamless test execution.
- Effectively communicate relevant insights to cross-functional teams (Product, Sales, Marketing, Engineering, Operations, and User Research) to influence and drive multi-faceted solutions to fix problems at scale for all stages within the marketing funnel.
- Communicate across audiences, effectively understanding and utilizing escalation paths, and updating stakeholders including liaising with Vertical Product Marketing teams to troubleshoot and problem-solve issues that arise during testing.
- Facilitate meetings, and discussions and document project status and key decisions made.
- Develop processes that scale across all verticals through tooling & automation and drive adoption across both internal stakeholders and cross-functional partners.
- Accountable for driving delivery of multiple 1-6-month-long projects from start to finish.

R/GA

3 years 5 months

Producer/Project Manager

January 2018 - August 2019 (1 year 8 months)

Austin, Texas Area

- Specified the projects' methodology and scope (goals, deliverables, schedule, and budget).
- Assured prompt, cost-effective, and high-quality delivery of all project deliverables.
- Acting as the main point of contact with the client, I managed expectations and defined the project's vision.
- Used task lists, issue tracking, status reports, and meeting notes to keep projects on schedule.
- I successfully organized the presentation of creative work and ran meetings and conference calls.
- Communicated project progress, issues, and resolution to the client and internal team.
- Managed third-party vendors.

Clients: Mercedes-Benz USA, PepsiCo, Verizon (B2B), Shopify, Georgia-Pacific & New Business

Associate Producer/Project Manager

April 2016 - January 2018 (1 year 10 months)

Greater New York City Area

- Upheld client expectations in terms of project management (timeline, SOW, and deliverables).
- Supported the acquisition line of business and contributed to the development of the estimates for the la carte pricing model.
- Controlled burn on digital and social promotions, making sure the hours are clocked in accordance with the expected financial returns.
- On my own initiative, I looked into, reviewed, and presented Google Keep to our PMO team.
- Educated other producers on their duties and responsibilities, aided them in becoming full members of the production team, and helped manage overall on a daily basis to assure the development and sound fundamental production techniques.
- Cultivated a culture of optimism among the team members, whether it be remaining upbeat in the face of difficult work, a demanding week, or unfavorable news. a producer who seeks out solutions.

- Encourages and facilitates team trips and social events that enhance the team's spirit of camaraderie and partnerships between departments.
- Constantly had multiple projects to manage, including social, digital, and experimental.
- Principal developer in a set of knowledge management.

Clients: Verizon, R/GA (Internal), Disney, and New Business

Havas Worldwide

Digital Production/Project Coordinator

September 2014 - April 2016 (1 year 8 months)

New York, New York

- Led multidisciplinary teams of interaction designers, copywriters, art directors, and developers to transform creative ideas into distinct sets of deliverables.
- Product owner for all digital marketing initiatives, including a multi-million dollar digital/social campaign as well as an interactive online campaign, responsive website overhaul, web applications, and always-on social video content.
- Oversaw teams for quick prototyping, UX, design, development, and quality assurance.
- With HR, I co-led allocation meetings to make sure there was budget efficiency and coverage across the board.
- Main point of contact for the IT and creative teams every day. Manage the daily deliverables of the tech and creative teams to ensure that deadlines are fulfilled utilizing waterfall and agile methodologies.
- Delivered a stop-motion Facebook video campaign that in six months generated over 15 million organic views.
- Produced weekly budget burn reports to track spending and organize the project's financial lifecycle.
- Managed internal and partner relationships from inception to launch by conducting regular calls, tracking, monitoring, and escalating project risks, soliciting client/partner feedback, and making modifications to deliverables.
- Partnered with productions teams to coordinate the execution of a video campaign (FB videos: 15 sec – resulting in over multi-million views) that focused on branded content.

Clients: Liberty Mutual Insurance, Keurig, Novartis, GlaxoSmithKline, Reckitt Benckiser & TD Ameritrade

Huco Consulting
Digital Independent Consultant
January 2014 - October 2014 (10 months)
Houston, Texas Area

Project: Software Marketing
Company: Huco Consulting, Inc.

Produced marketing materials to advertise HuComply, a new SharePoint 2013 App made by Huco Consulting. Making a website and marketing materials is part of this.

Responsibilities:

- Built a website to advertise the brand-new HuComply application. (www.hucomply.com).
- Handled Wordpress, HTML, CSS, FTP, and back-end server issues while simultaneously redesigning the main website. (www.hucoinc.com).
- Outlined the benefits and drawbacks of various website creation tools and offered suggestions.
- Conducted research on potential website templates and offered suggestions for how to market the application.
- Created visually appealing messaging for clients using the client's written information
- Created visuals for large banners to be displayed at conferences and developed marketing materials to promote the application.
- Collaborated on material, screenshots, and image gathering with numerous clients' employees.
- Worked rapidly under pressure to complete website/flyer modifications.

Walmart
Sales Associate
June 2006 - September 2014 (8 years 4 months)
Houston, Texas

- Establishing a good, productive work environment, building great relationships with employees and customers, and identifying, isolating, and resolving workplace dangers and issues are just a few of the activities that go along with managing fulfillment for sales, inventory, and marketing.
- Loaded and unloaded store trucks. Multi-tasked projects in my department and neighboring departments.

- Applied creative vision to create captivating content aligned with business/sales objectives.
- Trained new employees in my department.
- Actively maintained all equipment in my department and the facilities themselves are in working order. Proficient in the use of various computer programs and applications, including Office and SMART & PUT. • Taught numerous employees the daily tasks, methods, and routines of the company and sought to ensure that they were successful.

ASSET India Foundation

Social Media Intern

August 2013 - January 2014 (6 months)

Houston, Texas Area

- Contribute content to websites and social media relations.
- Manage, edit, and update Asset India's websites and Facebook pages.
- Diagnose and fix broken experiences linked to ASSET landing pages and naturally boost search engine optimization.

Susan G. Komen

Communications Intern

August 2012 - December 2012 (5 months)

Houston, Texas

- Participated in the creation, design, and upkeep of the website's content.
- Assisted with the logistical needs of third-party events, preparing materials as necessary, and managed third-party partnerships in addition to managing the website's back-end administration.
- Support was also given as needed for additional Komen fundraising activities and breast health education.

Outgrade

Digital Marketing Intern

January 2012 - May 2012 (5 months)

Houston, Texas

- Developed content and a strategy to promote a clear and consistent brand message through web content, affiliates, B2B, search, and social networking avenues.
- Provided quality assurance, data, and feedback to management.
- Aggregated content for the site using various social media platforms.
- Identified relevant content specific to the site's target market.

Education

University of Houston

Bachelor's Degree, Advertising · (2012 - 2013)