Lydia MUNSON

CONTACT

lydia@lydiamunson.com
www.lydiamunson.com
Seattle, WA 98119

SUMMARY

With over twelve years of experience driving operational excellence across marketing strategy, technical infrastructure, and media production, I specialize in translating complex organizational objectives into high-impact campaigns. I have commanded multimillion-dollar fiber optic rollouts at Verizon, directed the creative lifecycle of globally charting podcasts at SIG, and orchestrated massive brand integrations alongside partners like Google and the Green Bay Packers. I thrive in decentralized environments where I can build agile tracking solutions, eliminate data bottlenecks, and clear obstacles for cross-functional teams. As a highly adaptable self-starter based in Seattle, I am ready to bring my rigorous execution discipline, systems-building expertise, and authentic storytelling to my next leadership role.

CORE COMPETENCIES

- **Project Management & Systems Architecture:** Agile & Waterfall Delivery, Master Roadmaps, Workflow Automation, Data Extraction Pipelines, Risk Mitigation, Milestone Dashboards, Budget Allocation
- **Marketing Strategy & Communications:** Go-To-Market (GTM) Planning, Competitive Positioning, Brand Storytelling, Multi-Channel PR, Presentation Coaching, Executive Reporting, Consumer Engagement
- **Technical Stack & Operational Tools:** Smartsheet, Jira, Salesforce CRM, Tableau, Confluence, Adobe InDesign, Creative Cloud, SharePoint, Asana, Audio/Video Production (Ableton, OBS Studio)

EXPERIENCE

INDEPENDENT CONSULTANT | Seattle, WA

Operations & Strategy Consultant | SEP 2024 - PRESENT

- Consult with B2B and consumer-facing enterprises to architect cross-functional workflows, integrated communication strategies, and scalable project management systems.
- Design and deploy customized tracking solutions, milestone dashboards, and sprint roadmaps to align decentralized technical, creative, and administrative teams.
- Implement AI-driven workflow solutions, CRM optimizations, and data extraction pipelines to reduce administrative overhead and accelerate delivery cycles.

SIG | Seattle, WA

Creative Producer, Media & Strategic Content | FEB 2024 - AUG 2024

- Owned the complete creative lifecycle and marketing strategy for a globally charting multimedia property, managing a high-volume launch calendar with regional owners.
- Authored dynamic messaging strategies and comprehensive briefing packets, coaching C-suite executives and technical SMEs for on-camera interviews.
- Coordinated technology resources and creative contributors across US and European time zones, establishing proactive communication channels.
- Built scalable asset production pipelines and tracked audience engagement metrics to iterate on content strategy, providing clear visibility into overarching campaign ROI.
- Centralized digital publishing operations to guarantee strict brand alignment and seamless multi-channel distribution during critical launch windows.

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VERIZON | Bellevue, WA
Project Manager, One Fiber | DEC 2020 - DEC 2023

- Managed cross-functional roadmaps and integrated project plans for multimillion-dollar enterprise infrastructure initiatives, partnering directly with municipal agencies, engineering departments, and external technical vendors to drive end-to-end delivery.
- Engineered scalable AI workflow automations and data extraction pipelines to capture live field data, significantly reducing administrative overhead and accelerating localized delivery cycles across multiple deployment regions.
- Built centralized tracking models and executive dashboards using Jira, Confluence, Tableau, and SharePoint to monitor scope, budget, and complex supply chain dependencies.
- Translated complex field data and operational metrics into weekly leadership reports, providing senior executives with clear, actionable insights for strategic decision-making.
- Provided critical jobsite support and acted as the primary interdepartmental contact, fielding requests and rapidly delegating tasks to keep fast-paced, highly visible fiber rollouts strictly on schedule.
- Proactively negotiated with external contractors and managed vendor performance to anticipate potential bottlenecks and resolve logistical conflicts before they impacted project timelines.

VERIZON WIRELESS | Green Bay, WI
Communications Specialist | JUL 2011 - DEC 2020

- Orchestrated flagship product launch campaigns across 100+ retail locations, co-developing pursuit strategies with Google for the original Pixel that earned formal corporate recognition.
- Managed the highly visible corporate segment account for the Green Bay Packers, directing external integrations and VIP events to ensure strict adherence to corporate design standards.
- Pitched and coordinated the Super Bowl XLVIII live light show on the Empire State Building, securing 157M in targeted PR reach through strategic event communications.
- Leveraged Salesforce CRM to craft inclusive, data-driven messaging strategies for diverse demographics, executing regional campaigns that consistently drove eCommerce lead generation into the top 10% nationally.
- Managed regional campaign budgets and analyzed weekly retail performance metrics, iteratively refining communication tactics to maximize year-over-year revenue growth.
- Supervised creative production logistics and served as the central source of truth for product information, streamlining cross-functional alignment during major seasonal launch windows.

EDUCATION

LINNAEUS UNIVERSITY MASTER OF SCIENCE (MS)
International Relations & Communications

BELOIT COLLEGE BACHELOR OF ARTS (BA)
International Relations, Communications