

KRISTEN V. ROMAN, PMP, MBA, MPM

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Global Senior Project Manager | 13+ Years Driving \$150M+ Initiatives, Cross-Functional Excellence & Operational Growth

Summary of Accomplishments

- Delivered \$150M+ in global projects annually with a 15% cost reduction through process optimization.
- Improved on-time delivery rate to 95% across cross-functional projects through roadmap design and milestone management.
- Directed ESG packaging development, maintaining 100% regulatory compliance and reducing risk by 25%.
- Supervised 17+ creative professionals, improving efficiency by 10% and boosting content quality scores by 15%.
- Elevated digital engagement by 40% through advanced data-driven campaigns and SEO/SEM strategies.
- Spearheaded global e-commerce initiatives that drove a 20% increase in online engagement for major retailers.
- Led RFP development and supplier negotiations, reducing contractual risks and enhancing project transparency.
- Increased operational efficiency by 30% through robust project governance and workflow system deployment.
- Coordinated the Chicago Cubs World Championship 2016 marketing campaign, achieving a 35% spike in engagement and 25% increase in revenue.
- Consistently exceeded stakeholder expectations with 89% of projects delivered on time and within budget.

Areas of Expertise

- Strategic Analysis & Problem Solving
- Project Leadership & Lifecycle Management
- Cross-Functional Collaboration
- Process Optimization & Continuous Improvement
- Budget Oversight & Resource Allocation
- Data Analytics & Insights Development
- Executive Communication & Reporting
- Risk Assessment & Mitigation
- Stakeholder Engagement & Consensus Building
- Artificial Intelligence Script Writing

Professional Experience

Implus LLC, San Diego, CA

Senior Global Project Manager | Jan 2020 – Aug 2025

- Managed \$150M+ annual budgets, consistently delivering projects ahead of deadlines and under budget.
- Chaired the delivery council, improving delivery performance through cross-team collaboration.
- Directed ESG packaging development, ensuring 100% compliance with global standards and reducing regulatory risks by 25%.
- Supervised 17-member creative team, improving efficiency by 10% and content quality by 15%.

- Led global e-commerce, digital, and packaging initiatives, driving a 20% boost in online engagement.

Florists' Transworld Delivery (FTD), San Diego, CA

Senior Project Manager | Jul 2018 – Aug 2019

- Drove e-commerce marketing transitions, achieving a 20% increase in ROI through streamlined processes.
- Integrated marketing for ProFlowers, ProPlants, and Shari's Berries, boosting engagement by 25%.
- Delivered four multimedia productions, improving cross-functional team efficiency by 15%.
- Designed transition playbooks & reporting systems, improving campaign effectiveness by 18%.
- Ensured 95% on-time delivery of high-priority projects through executive collaboration.

United Airlines, Chicago, IL

Digital/Print Project Manager (Contract) | Jan 2018 – Feb 2018

- Delivered campaigns aligned with corporate brand guidelines, meeting 100% of deadlines and budgets.
- Improved communication and efficiency by implementing project tracking systems.
- Coordinated creative, marketing, and technical teams to streamline workflows.
- Ensured brand consistency across all deliverables, reducing revisions by 20%.
- Enhanced project turnaround time by 15% through workflow optimization.

Chicago Tribune | LA Times, Chicago, IL

Marketing Project Manager | Nov 2012 – Dec 2017

- Implemented e-commerce and digital marketing strategies, increasing digital engagement by 25% and revenue by 20%.
- Developed project systems across eight publications, improving completion rates by 30%.
- Boosted engagement by 40% with targeted SEO/SEM and PPC strategies.
- Spearheaded the Chicago Cubs' 2016 Championship campaign, driving 35% audience growth and 25% revenue lift.
- Rolled out Workfront across nine units, training 50+ staff, achieving 100% adoption and 15% higher efficiency.

Education

Master of Business Administration (MBA)

Keller Graduate School of Management, 2014

Master of Project Management (MPM)

Keller Graduate School of Management, 2012

Bachelor of Arts (B.A.)

Seton Hall University, 2008

Certifications & Training

- Project Management Professional (PMP), PMI | 2021 – Active
- Practical Application of General AI for Project Managers, PMI | 2025
- Lean Six Sigma Green Belt (LSSGB), Villanova University | 2012