

Geoffrey Lee

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🌐 <http://gdlee.com> 🏠 Portland, OR

PROFESSIONAL SUMMARY

Highly adaptive cross-functional organizational leader, connection builder, communicator, and problem-solver with a background proven to achieve goals through insightful and efficient project management. Frequently tasked with saving projects and leading teams by interacting with key stakeholders, aligning with OKRs, and allocating resources while overseeing and carrying out tactical priorities.

EXPERIENCE

Project Manager / Consultant / SME

Geoffrey Doman Portland, OR 2013 - present

- Logistical workflow design, overall efficacy consulting of art production and deployment
- IT project manager, technical consultant, and web developer, finding opportunities to improve outcomes with an interdisciplinary mindset
- Recently created a market research app that leverages AI engines to correlate scientific studies resulting in new insights into competitive value, consumer demography, and market penetration strategies

Program Manager

Portland Wine Storage Portland, OR 2019 - 2022

- Developed a cloud CRM application, optimizing all transactional processes; improving data quality, user experience, and customer interaction by 30%
- Increased profitability by 15% by streamlining physical and technical logistics, creating a new sales division, and developing new services
- Created client inventory software, resulting in a 70% improvement in all features of asset management and workflow
- Forged new partnerships with industry leaders, resulting in \$150K in annual sales, significantly improving competitive performance
- Managed import/export and fulfillment logistics for ~\$19M annually in client assets by providing supply chain solutions, driving technology development, negotiating vendor relationships, leveraging emerging opportunities, strategic solution ideation, and change management
- Developed and managed primary stakeholder relationships by actively listening and aligning with goals

Program Manager

DWGD New York, NY 2012 - 2013

- Led the development of a bar and restaurant in Downtown NYC through start-up phase; including team building and management, contracted services, proposals, and IT/EPOS management
- Reduced cost by 15% as creative and technical SME. Producing assets while leading teams responsible for construction, fabrication and actualization of exterior signage, interior fixtures, hardware and software application, configuration, testing, and training
- Developed end-to-end workflow process, procurement plans, and execution for goods and services resulting in strategic partnerships and product & budget efficacy
- Devised plans and coordinated resources across all activities with particular focus on contracted vendors, staff management, stakeholder development, and event management

SKILLS

Agile Budgeting & procurement
Business & Creative Writing Hybrid
Project Management Data Analysis
Project scoping & planning Workflow
design Risk Management Active
listening Collaboration Conflict
resolution Change Management
Data Management Digital Asset
Management Logistics Management
Supply Chain Management UI/UX

TECHNICAL PROFICIENCY

Adobe Suite Asana Coda
Google Workspace HTML/CSS Jira
MS Office R programming Smartsheet
SQL Tableau WordPress

CERTIFICATION

Google Project Management
Google Data Analytics
Google Business Intelligence

EDUCATION

Social Psychology
University of Massachusetts, Amherst

SUBJECT MATTER EXPERT

- **Splash Worldwide (Jellyfish)**
Nike, World Cup 2018 - Nike, Winter Olympics 2018
- **Accenture (Creative Drive)**
Coach New York, Kate Spade, Rag & Bone, Stuart Weitzman
- **Barbara Jaffe**
Dark Sun, Forest of Ghosts
- **Bill Diodato**
Outdoor Magazine
- **NFL licensed media, NBA licensed Apparel**
- **Manhattan Psychological Consulting**
- **Mario Sorrenti & Philipp Haemmerle**
Anne Klein

RECENT PROJECTS

CRM/ERP SOFTWARE DEVELOPMENT – PORTLAND WINE STORAGE

Enhance operational efficiency and data quality while fostering strategic partnerships and revenue growth

- Implemented a comprehensive software development plan to streamline operations and enhance data integrity.
- Developed bespoke customer and business relations software to strengthen relationships and enhance communication. Collaborated with local and international developers to manage software projects effectively and efficiently
- Cultivate strong relationships with vendors and key stakeholders to foster collaboration and strategic partnerships.
- Delivered a PHP CRM as a software beta, iterating to a Rust architecture to minimize data repository integration errors. Achieved a 99% success rate in error-free data repository integration within the first six months of implementation

PRIVATE ASSET MANAGEMENT – PORTLAND WINE STORAGE

Drive continuous improvement and innovation by leveraging stakeholder insights, resource optimization, and data-driven decision-making

- Identified opportunities for continuous improvement that enhance profitability, quality, and growth
- Established a deep understanding of stakeholder needs and motivations to guide project design and sponsor engagement
- Developed a comprehensive asset management division to optimize resource utilization and support strategic partnerships
- Designed and implemented data management applications that provide real-time status for clients and ensure quality control compliance
- Adopted a data-driven approach to project management, product management, and client management, ensuring alignment with fiscal feasibility and ongoing development

ECOMMERCE WEBSITE DEVELOPMENT – STUDIO ARRAS

Leverage expertise in web design, graphic design, info-graphics, brand design, UI/UX, product development, design, and photographic post-production to create impactful and user-friendly products

- Developed a distinct personal style and vernacular that balances aesthetic appeal with functional design principles
- Utilized knowledge of human behavior and psychology to inform product development and design decisions
- Engaged in commerce from both an aesthetic and strategic perspective, creating products that are both visually appealing and commercially viable
- Employed a meticulous and detail-oriented approach to photographic post-production, enhancing the quality and impact of visual content