

# Project Manager. Story-based Resume.

FXMBA CONSULTING

## PROFESSIONAL.....

<b>ZGF ARCHITECTS</b>   Product Design & Architecture Firm	London
Project Manager	2016 - Present 2009 - Present
Associate	2013 - 2015
Junior Architect	2009 - 2012

## CLIENT RELATIONSHIP & PROJECT MANAGEMENT

- Developed genuine passion for dialoguing with clients and leading project teams of 10-12 (average project: €50-250m) in diverse sectors like aviation, financial services, retail, government, higher education
- CRM example: 3-year, €1m interiors contract at premiere financial services firm for €1b headquarters in central London
  - Asked to intervene and revive client relationship by ZGF's founder who felt a 'well spoken, persuasive & savvy' project manager was needed for this exacting and high maintenance client; Thereafter promoted to lead project manager
  - Faced with ongoing modification requests from client, identified workaround: substituted time-consuming drafts for partial ones resulting in a profit margin increase from 30% to 40%
  - Led bi-monthly client meetings in London; Approached by VP in 2016 with offer of an additional €1m contract

## BUSINESS DEVELOPMENT

- A natural storyteller: Astute at crafting winning client proposals and pitches under tight deadlines; Involved in €12m in business development efforts to date; Leveraged personal network & social media to secure €1,5m in new client business
- Spearheaded expansion of firm's thought leadership to include topics in technology and consumer trends resulting in a 50% increase in inbound marketing traffic to firm website and social media properties

## STRATEGY

- Collaborated with finance team to develop turnaround plan to revive a financially troubled European Architectural School; Pitched strategic recommendations and obtained buy-in from school's business director
  - Board felt school needed to rebrand to increase enrollment; Realized school needed to *diversify* its course offerings, not rebrand
  - Identified niche market for short-format workshops with estimated 30% net profit margin - a significant improvement over school's single-digit profit margins
  - Devised teaching partnership opportunity at school for professionals from ZGF (additional €250k revenue/annum)
- Built business case demonstrating a high ROI and retention rate for junior architects recruited from premiere US architectural programs; Convinced leadership to develop campus outreach program; Currently leading recruiting for all junior roles

## EDUCATION .....

<b>UNIVERSITY OF CALIFORNIA, BERKELEY</b>	Berkeley
Master of Architecture   GPA 3.6/4.0	2009

- Awarded full scholarship; Only student from cohort to receive the Redwood Prize for an outstanding final thesis
- Business Coursework: Sales; Client Relationship Management; Marketing; Business & Financial Plan Development

## Lecture Series Chair & Coordinator

- Secured funding & curated talks with cutting-edge professionals on digital technology and innovation (200+ attendees/event)

<b>ILLINOIS INSTITUTE OF TECHNOLOGY</b>	Chicago
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Bachelor of Architecture   GPA 3.8/4.0   Summa Cum Laude	2007
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- Developed a strong interest for business coursework in law, finance, project management and organizational psychology

<b>ROYAL ACADEMY OF MUSIC</b>	London
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Violinist	1993 - 2002
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- Auditioned and granted entry at professional music academy for children and adolescents (15 hrs/week in lessons)

## PERSONAL.....

- English (fluent), French (conversational); Global mindset: Raised in the United Kingdom, lived and studied in Paris, Dubai and the U.S.
- Lifelong Runner: Completed half-marathons in London (2014) and New York (2015); Discovered a love for cycling after settling in London – The Dell restaurant in Hyde Park is a favorite stop during my weekend rides
- Microsoft Office Suite; Advanced User of Excel, Word, Adobe Creative Suite, Photoshop