

Hallé Gugs

Washington, D.C. | halealuiagugs@gmail.com | (646) 739-3131 | linkedin.com/in/halé-gugs

PROFESSIONAL SUMMARY

PMP-certified project manager with a track record of leading cross-functional teams, managing end-to-end project delivery, and translating complex data into actionable stakeholder insights across advertising, creative, and education sectors. Skilled in process optimization, stakeholder alignment, risk mitigation, and budget management, with a disciplined yet adaptable approach that balances analytical rigor with creative sensibility.

EXPERIENCE

Project Manager

Sep 2025 – Aug 2026

TG Advertising & Artistic Promotions PLC

- Resolved a 3-day vendor feedback delay by implementing a weekly sync and cross-functional strategy session, compressing project timelines by 35% across 10+ brand ad campaigns, export campaigns, and event promotional work.
- Streamlined internal workflows and operational processes by 25% by auditing interaction patterns and translating technical data into stakeholder reporting dashboards with key performance indicators, thresholds, and success criteria.
- Designed and delivered structured onboarding programs with built-in feedback loops via surveys, benchmarking, and quality metrics, improving onboarding readiness duration by 20%.
- Developed resource materials for training, including communication guidelines and event critical paths to ensure clear direction across cross-functional teams.

Sprint Program Coordinator

Jul 2024 – Sep 2025

Success Academy

- Managed end-to-end program execution to build legally compliant individualized academic and behavioral plans for students with disabilities, increasing the number of students qualifying for and receiving IEPs from the DOE by 20%.
- Streamlined cross-functional communication between internal departments and external partners by developing process documentation and IEP creation templates, reducing handoff errors by 11%.
- Partnered with leadership to implement tailored learning strategies, including small-group instruction, scaffolding, and a three-step escalation protocol, resulting in 15% growth in NYST scores.
- Developed staff training programs aligned with emerging regulatory guidelines using walkthroughs, peer coaching, and checklist-based quality assurance systems, improving compliance scores by 10%.

Project Coordinator

Jun 2022 – Feb 2023

TG Advertising & Artistic Promotions PLC

- Developed data-driven performance reports on advertising initiatives, translating complex campaign metrics into actionable client insights and improving brand satisfaction scores by 15%.
- Monitored industry trends and external market data to forecast campaign performance and optimize project delivery strategies, streamlining velocity by 10%.
- Supported planning and on-site execution of promotional television events, coordinating vendor relations, scheduling, catering, and AV/IT setup.
- Organized equipment inventory system and supported financial tracking and purchasing, improving resource efficiency by 8%.

EDUCATION

Syracuse University / Loyola University New Orleans

B.S. Computer Information Systems. B.A. English Literature, Concentration: Digital Media and Film.

Relevant Coursework: Minor: Business Administration.

SKILLS

Project Management: PMP, Stakeholder Management, Resource Planning, Budget Management

Operations: SOP Development, Cross-functional Leadership, Process Optimization, Vendor Relations

Data & Analytics: Excel, SQL, Python, Looker, Performance Reporting, Google Analytics, Meta Analytics

Tools & Platforms: Trello, Salesforce, Hootsuite, Google Digital Marketing & E-Commerce

Compliance: D.O.E. Reporting, Regulatory Guidelines, Quality Assurance

CERTIFICATIONS

- Project Management Professional (PMP)
- LVMH "Inside LVMH" Certificate
- Google Digital Marketing & E-Commerce Professional Certificate